

Palm Springs Copywriting Service Established by Author Steven Howard

International marketing strategist and author Steven Howard is now providing website SEO copywriting and marketing services to small businesses in Coachella Valley, Riverside County and Southern California.

January 8, 2013 (FPRC) -- Marketing strategist and author Steven Howard has established a new copywriting service in Palm Springs (California) to serve clients in Coachella Valley, Riverside County and Southern California.

Howard, the founder of digital marketing consultants Howard Marketing Services, specializes in website SEO copywriting for small business owners and SMBs. Copywriting for other forms of marketing materials, including product flyers and brochures, sales materials, direct mail, corporate brochures, press releases and advertising.

"There is no point in having a website if you are a small or medium sized business and your website cannot be found by prospects conducting Internet searches," notes Howard, whose 35-year career as a corporate copywriter has covered nearly every industry and business segment.

With a long career in senior international marketing and sales, Howard brings a keen marketing insight to professional copywriting, which enables clients to communicate clearly across different media.

"The secret to successful SEO copywriting," says Howard, "is to integrate strong copywriting skills with a strategic marketing background. I write for both website readers and search engine crawlers. This results in website copy that resonates with your prospects and customers, while simultaneously gaining search engine ranking advantages for all your key website pages."

Howard delivers delivers the three critical skills required for success in today's world of digital marketing and content marketing:

- 1) robust copywriting that integrates strategic SEO principles (such as anchor text links) and keyword phrase usage.
- 2) clearly knowing and understanding how customers and prospects are most likely to interact with your web pages.
- 3) a deep understanding of the ever changing nature of the key criteria used by Google and other search engines to develop search ranking results.

Howard can be contacted at (760) 327-1463

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