

Palm Springs Copywriter Steven Howard Named to Top 100 Copywriters List

Marketing strategist, author and SEO Copywriter Steven Howard of Palm Springs, CA was named to a list of the Global Top 100 Google SEO Copywriters in the world.

July 10, 2013 (FPRC) -- Palm Springs copywriter Steven Howard was named this week to a list of the Global Top 100 Google SEO Copywriters.

Compiled by industry expert Robert Kim, whose lists appear in numerous publications including Forbes magazine, these copywriters were identified as those who "make websites stand out" both in terms of writing clarity and being findable in search engine results.

As Kim notes, "while good writing is an art, making that writing findable now, in Google, is a science."

"The secret to successful SEO copywriting," says digital marketing strategist and copywriter Howard, "is to integrate strong copywriting skills with a strategic marketing principles. Plus, you now have to write for both website readers and search engine crawlers. This results in website copy that resonates with customers and prospects, while simultaneously gaining search engine ranking advantages for all key pages on a client's website."

"In fact," Howard adds, "there is little point in having a company or brand website if you are a small or medium sized business and your website cannot be found by prospects conducting basic Internet searches."

Howard, whose 35-year career as a corporate copywriter has covered nearly every industry and business segment, now focuses on SEO copywriting for small and medium sized businesses. He writes for a wide range of global clients from his Coachella Valley base, including Wine Tours Victoria, WaiveStar Group, Hotfrog Promotional, Tidalwave Marketing, Nordic Academy Australia, My Kids Room, and RISQ Worldwide.

In addition to working directly with clients, Steven Howard is available as a freelance copywriter for digital marketing agencies, website designers, design studios and advertising agencies throughout Coachella Valley, Riverside County and Southern California.

About Steven Howard

Steven Howard is the author of Corporate Image Management: A Marketing Discipline, Powerful Marketing Minutes, MORE Powerful Marketing Minutes, and other marketing and business related books. He also writes the Monday Morning Marketing Memo, a weekly marketing newsletter which has a global audience.

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