

# What's SEO Copywriting

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What's SEO Copywriting ? SEO Copywriting, or in proper terms search engine optimization copywriting for search engine copywriting, is the art of writing text on a web page in a way that it reads well for the person surfing that page and it also targets specific keywords (search terms). The purpose of it is to rank high in the search engines for the targeted keywords (search terms). Aswell as the text with SEO Copywriting experts usually optimize other on-page factors for the targeted keywords (search terms) aswell. These include Title, Description and Keywords meta tags headings and other code/text. The idea behind SEO Copywriting is that the search engines (such as google, yahoo and msn) want genuine content (pages) and not extra pages (doorway or landing pages) that are created just for achieving high rankings in major search engines like google , yahoo and msn. Therefore the engines don't view SEO copywritten pages as undesirable,the rankings they get are usually as stable as those achieved by other search engine optimization techniques.