

*matm*

# Web Copywriting and Web News

Get seen first with matm



# Web Copywriting and Web News

from matm

If you want to attract more online customers and clients and become more successful, it is essential that the written content on your website is clear, current and compelling. This will support search engine optimisation, then engage and impress your visitors when they arrive.

## What is Search Engine Optimisation?

Search engines, like



YAHOO! bing Google™

give greater prominence to websites that have certain features and that includes content written in a particular way.

The process of making your website attractive to search engines is called **Search Engine Optimisation**, or **SEO**.

If your website is optimised, it is more likely to appear higher in search lists and so is more likely to be found by your customers.

Our copywriters can write search engine optimised content that is right for your website and tailored to your needs.

We will work with you to create copy that has the greatest chance of attracting and then impressing the specific customers you need.





# Optimised web content

## Our 5-step approach

1

Assess your site's technical characteristics to make sure that it supports SEO activity.

2

Carry out an analysis of competitor websites to advise on their SEO activity, if any, and how can be taken into consideration with your web development.

3

Work with you to **select keywords** – these are words and phrases customers use most often to search for the products or services you offer.

4

**Develop web content that use these keywords** in the most effective way so they are noticed by search engines.

5

Make sure your web content is well written, in the right style for your brand – **in a way that always impresses potential customers.**





# Back your business objectives with a web news page

An increasing number of organisations are seeing the benefits of having regularly updated news on their websites. Why?

## Win new customers

Target news content at specific customer segments to inspire them and trigger their interest.

## Support other promotional plans

Use news content in social media campaigns, e-shots and sales representations.

## Optimise your website

Search engines favour sites with a constant stream of fresh content.

## Build customer Support

Give customers something new to talk about to increase word of mouth referrals.

## Enhance your brand

Your news stories will prove you mean what you say and increase customer loyalty.

## Make headlines

Send your best stories to the news media to make an even bigger splash.





## Web news content that is right for you

However you need to organise your news page, matm can support you.

### Planned

We can help you plan ahead so you can support your business objectives, such as product launches or sales campaigns, with coordinated news output.

### Fast

Or we can react quickly and flexibly to help you take advantage of events as they unfold and quickly tell everyone what is happening.

### Flexible

Guided by you, we can write your news from scratch or simply shape and polish copy you provide.

### Branded

We will always ensure that the content is written in the right style for your brand and for your customer.

*Once a news item is written, if your web service allows, we can upload it for you.*

## Let matm optimise your web news to get you noticed

Just as with standard web page content, your web news can be search engine optimised. Indeed, some of our clients want a web news service specifically to optimise their website.



# Web content and web news copywriting - our charges

Whatever support you need for web content or web news copywriting, we expect our prices to be highly competitive and affordable.

## As you need it

Our rate is £60 per hour.

We only charge for the time we are creating content for you.

For example, visits to clients are not charged.

## Per project

If you have a website or section of a website you want to write content for, we can agree a cost-effective fixed price for the project before we start.

## Per month

If you have an on-going need to revise and develop your web content – or you want to set up a news page – **we can agree a monthly fee.**

For example, for the news page, the fee would be based on the number and style of stories you wish to publish each month.





## Additional services

Matm has a range of other services that will complement the web content work we can do for you.



### Images and video

We can provide the photographs, videos, graphics and illustrations that enhance your written content and help give your web pages real visual impact.

**Our in-house video service is designed specifically to create high quality content for web at a highly competitive price.**

See the Video from Matm brochure on our website or ask us to send you a copy.



### Social media

We have expertise in integrating a range of social media tools, such as Twitter and Facebook, in online marketing strategies.

### Web design and development

Our web design and development teams can advise you on designing and building websites that combine creativity and the latest functionality to achieve your business objectives online.

### Media relations

Your web news activity is bound to generate stories that will interest the news media as well. Our highly experienced media relations team can quickly respond to make the most of these opportunities.





matm

**Do you want to optimise your  
website for business success?**

**01952 883526**

ac@matm.co.uk



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