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## Optimise your website's content (SEO)

First and foremost, get your website's content right. Make sure it is easily read by both humans and search engines. An essential variable applied by Search Engines in the way in which they rank websites is based on the relevancy of the content that the search engine is indexing. To ensure that the content is being indexed correctly by search engines, it is essential that a number of variables are applied correctly to each article, press release, media announcement, promotional copy or information content that is placed on the website. SEO copywriting techniques should be applied to all content.

### Benefits of Optimised Content:-

- Ensures that your website is identified as a subject matter expert
- Creates unique, relevant and superior content
- Prevents duplicate content
- Encourages correct page architecture
- Ensures correct theme alignment of related content
- Increases Search Engines Rankings for targeted keywords
- Increases traffic to the website
- Increases customers
- Increases turnover

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