

# Learn SEO:

## 6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career



by  
Yuwanda Black

of  
New Media Words

<http://NewMediaWords.biz>

## INTRODUCTION

If you're looking for a career change, a real work-from-home opportunity, or a low-cost business you can start right away, SEO copywriting fits the bill.

Here we will discuss why this freelance writing niche is ideal for anyone who is ready to take charge of their career – once and for all.

To that end, following are six reasons SEO copywriting is the perfect high-paying, work-from-home, recession-proof career.

Here's to your success!

Sincerely,  
Yuwanda Black, Founder  
New Media Words: An SEO Content Writing & Distribution Firm  
<http://NewMediaWords.biz>

**P.S.:** Get SEO Copywriting course details at <http://www.seowritingjobs.com/seo-copywriting-training>

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### LEARN SEO:

6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career  
PAGE 2

## An Editorial Beginning



Before we get into why SEO copywriting presents such an amazing opportunity for those who want to make good money working from home, let me tell you a little about me and how I got into this niche.

### **My Story**

I worked for a large legal publishing firm in New York City from 1987 to 1997. I left to pursue other career options twice (real estate, acting) – but was always rehired.

My employer was always happy to rehire me because I was a dedicated worker. One lesson I learned from that is to never burn bridges, because you never know when you will need to cross them again.

This will play a major part in my success later, so keep it in mind.

In 1997, I left the company for good – to go into business with my sister. We had both worked at this legal publishing firm. In fact, she got me the job there when we were both in college.

A few years after I started working at the company, we started to take on outsource projects for them. We were paid separately for these jobs. Eventually, we started to make more on these freelance side projects than we were making as full-time employees at the company.

### **My First Editorial Business: How I Started**

So, my sister left and started Inkwell Editorial. This was in 1996. When we felt that the business could support two salaries, I quit and came aboard. This was in 1997.

Inkwell Editorial began as an editorial outsource company. We took on copyediting, coding, word processing and proofreading projects from companies and individuals alike. We eventually added a resume division and a division devoted to creative types and their projects (ie, typing up screenplays, novels and TV scripts).

When we started Inkwell Editorial, our former employer gave us a lot of business. This is what I mean by don't burn bridges.

Alas, a few months after I came aboard, the company starting outsourcing the work we were doing (SGML coding , copyediting, proofreading and inputting editorial changes) overseas. Naïve to business, we hadn't diversified our income streams enough. We relied too heavily on one client (our old employer) to provide the bulk of our income.

Both of us knew that we couldn't go back; not that our old employer wouldn't have hired us back, but *we didn't want to go back*. We had gotten a taste of entrepreneurship and liked it. So in a brainstorming session one day, we hit upon what would turn out to be a saving grace for our fledgling new company.

### **LEARN SEO:**

6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career

PAGE 3

## How We Saved Inkwell Editorial

While our old employer gave us the bulk of our business when we first started, we had managed to snag a few other clients – some quite prestigious (ie, Random House, McGraw-Hill and Kaplan, to name a few).

Some of these clients had asked if we could “send someone on premise for the day,” to help with a project because “that last project you all turned in was completed flawlessly.”

You see, we used freelancers to complete the projects that clients would outsource to us. Clients would messenger us projects, or we would go pick it up (in the heart of Manhattan (NYC), we were located very close to some clients), and we would assign them to a roster of freelancers we had.

We never considered sending people onsite, because on-site staffing was something we knew nothing about. And quite frankly, I just don't think we realized at the time how lucrative it could be.

When projects from our old employer slowed to a trickle, we knew we had to do something though – and fast! So we made up a flyer and faxed it to all of our existing clients. We also went through the job section of the *New York Times* and faxed all employers who listed a fax number in their ad (that was the preferred mode of contacting employers in those days; now of course, it's email).

We marketed ourselves as a niche agency that specialized in placing editorial talent (eg, copy editors, proofreaders, graphic designers, illustrators, etc.).

To our surprise and delight, we started getting calls – and placements. This is when we realized how lucrative staffing could be.

With only a few temps on payroll, our little agency was making more money than ever. For example, if you bill \$35/hour and pay a temp \$20/hour, you're netting \$15/hour. Multiply this by 6, 10 or 20 temps, and can see the profit potential!

And, that's how Inkwell Editorial went from merely being an editorial outsource firm to a full-fledged editorial staffing agency. While we still took on outsource projects, editorial staffing quickly became the way we made most of our money.

I recount this story for one reason – ***recognize when to seize opportunity and run with it!***

This story directly parallels my foray into SEO copywriting.

In 2004, I closed the doors on Inkwell Editorial as a staffing agency for good. The business suffered badly after 9/11, just like a lot of other ones. It could have survived, but by the time it was turning the corner into profitability again, I had made the decision to relocate to Atlanta.

I chose Atlanta because I'm originally from the south, had family here and wanted to buy a house. Anyone who knows anything about New York City knows how expensive it is. I couldn't afford diddly – that was livable to me -- in Manhattan (the only borough I would consider).

I was also burned out on staffing and itching to try something new. By this time, I had a new business. It failed after a couple of years, but I wouldn't trade that experience for anything.

Once I moved to Atlanta, I turned InkwellEditorial.com into an online information portal for all types of editorial professionals.

### LEARN SEO:

6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career

PAGE 4

Now though, the site has found a permanent audience – it specifically provides information for freelance writers (new or experienced) on how to start, grow or run a successful freelance writing business.

## **My Foray into SEO Copywriting: The Beginning**

Since 1993, I've been a freelance writer, editor, proofreader, copy editor – even when I did other things.

I rocked along for years as a successful freelance copy editor and writer, lucky enough to have long-time clients who supplied me with a steady stream of work. They kept me busy enough to pay the bills. But, something was missing.

Most of my clients to this point were small business owners who contracted with me to handle projects like newsletters, brochures, sales letters, etc.

There tended to be a lot of back and forth and sometimes projects that I thought should only take a few days would drag on for a couple of weeks as I waited for clients to get back to me with their input. Of course, this delayed getting paid.

This is nothing new, of course. It's just part of being a freelance writer. But it started to irritate me more than ever. I needed something new; something to excite me about what I was doing for a living. It's against this backdrop that **I decided to give SEO writing a try, mainly for the following reasons:**

- i) as mentioned, I was bored with my existing workload;
- ii) I'd read a lot about SEO writing and knew that it was going to be lucrative long-term;
- iii) there's not a lot of competition in the field (not for good, quality writers anyway); and
- iv) it's quick turnaround (in pay and assignments).

As an aside, SEO copywriting fits my rather schizophrenic writing personality also in that I may write five articles in one day on extremely different topics – from wedding accessories to mortgages.

As this was a completely different field for me, I had to start marketing from scratch. This parallels what my sister and I had to do when we saved Inkwell Editorial in that we had to “switch on a dime and seize an opportunity.”

The main things that stood out to me when I was initially researching the niche of SEO copywriting is how little competition there was (hence easier to get jobs) and how lucrative it could be long term.

AND, this brings us to the six reasons that SEO copywriting is the perfect work-from-home, high-paying, recession-proof career . . .

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PAGE 5

## REASON #1: YOU CAN MAKE \$50,000 TO \$75,000 THE FIRST YEAR

What career are you aware of that you can train in a week's time – and start making several hundred dollars a day? Stumped?

SEO copywriting IS that career!

### The Average American Salary Compared to the Average SEO Copywriter's Salary

**Consider this:** The average salary in America between 2006 and 2007 – the last year for which stats were available at the time of this writing -- was \$50,233. [Source: U.S. Census Bureau. <http://bit.ly/jazrX>]. What this means is half of households in America make less than this, and half make more.

**Now consider this: The average salary for web content provider jobs is \$52,000.** That's higher than the median salary. It varies according to company, location, industry, experience and benefits, of course. [Source: SimplyHired.com. <http://bit.ly/2fOVlc>]. But it generally pays more than the median across the board.

AND, freelance SEO copywriters can make even more because they can have as many clients as they want, offer as many new media services as they want (eg, social media marketing, SEO press release writing, article submission, SEO consulting, etc.) and expand as rapidly as they want.

I talk about this in the article, **SEO Copywriters: How to Make an Extra \$61,880 This Year**, a post I wrote for the highly acclaimed copywriting site, CopyBlogger.com. [Source: Copyblogger.com. <http://bit.ly/CYZI>].

To give you a further idea of how great this profession pays, following is a list of average salaries in randomly selected U.S. cities for SEO Copywriters. [Source: Indeed.com (<http://www.indeed.com/salary>); Job Title/Keyword used for this search: SEO Copywriter]

### Average SEO Copywriter Salaries across the U.S.

Chicago, IL: \$50,000	New Orleans, LA: \$44,000
New York, NY: \$63,000	Las Vegas, NV: \$46,000
Omaha, NE: \$42,000	Phoenix, AZ: \$42,000
Detroit, MI: \$50,000	Jackson, MS: \$57,000
Washington, DC: \$59,000	Raleigh, NC: \$52,000
St. Louis, MO: \$48,000	Little Rock, AR: \$41,000
Los Angeles, CA: \$49,000	Denver, CO: \$45,000

### LEARN SEO:

6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career  
PAGE 6

Atlanta, GA: \$54,000

Philadelphia, PA: \$47,000

Newark, NJ: \$63,000

Kansas City, KS: \$39,000

Hartford, CT: \$50,000

Portland, OR: \$44,000

*Note:* SEO Copywriters are commonly referred to as web content providers, SEO writers, web writers and internet content providers, among a few other titles.

How does this compare to what you're currently making?

As you can see, from small towns to big cities, this profession pays well. Why is this? Because it relies on a skill set. And if you freelance, the world is literally your client base, which brings us to the next reason SEO copywriting is so desirable as a career . . .

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6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career  
PAGE 7

## REASON #2: YOU CAN WORK FROM ANYWHERE

### Why SEO Writing Pays So Well No Matter Where You Live

Because the work is internet based, you're not limited by borders. How much money you make depends only on how much you're willing to work when you freelance.

*I've worked with clients from Australia to Canada. And, I work on the go all the time.*

Most clients initially contact my firm via email (New Media Words (my SEO Content Writing & Distribution Firm (<http://NewMediaWords.biz>)). They've either stumbled across my site online, or come across one of the many articles on SEO writing I've done, or been recommended by a previous or existing client.

I'm a travel nut and have friends all over the place (Minnesota, New York, North Carolina); not to mention my penchant for travel outside the U.S. (the Caribbean, South America, Europe). I take my laptop with me wherever I go because as long as I have an internet connection, I can work.

I've worked from a Starbuck's in New York City, a 4-start hotel verandah in Ft. Lauderdale, a friend's dining room overlooking a lake in Duluth, and a beachfront bar in Montego Bay, Jamaica – and that's just within a few month's time.

It's comforting to know that my business doesn't have to stop just because I want to take a trip.

*Note:* I try to work as little as possible when traveling, but sometimes client deadlines demand it. The tradeoff is I can schedule projects to have time off when I need to. And, I have a team of freelance writers I outsource stuff to.

But, as I'm in charge at New Media Words, I'm the one who negotiates price, deadline and project particulars when they come in. So, I have to constantly be plugged in (yeah, I'm somewhat of a control freak; I'm working on it!).

I've never had a career that's so flexible. And while I do work a lot, it doesn't seem like it (most of the time) because I truly enjoy what I do.

You can have this type of control over your schedule too!

### Recession Proof Your Career; Get Job Offers

Another reason this career is recession proof is that you don't rely on one client, but on many when you freelance as an SEO writer. And, you can do this even if you decide to work fulltime for a company.

I've been offered a full-time job by several clients after turning in projects. The skills you possess as an SEO copywriter are in high-demand, especially when you couple them with good marketing and other value-added services that help clients get a return on their internet marketing dollars.

All of this is discussed in the **SEO Copywriting Course**. *Learn more about it at <http://www.seowritingjobs.com/seo-copywriting-training>.*

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6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career  
PAGE 8

## REASON #3: IT IS A HIGH DEMAND; RECESSION-PROOF CAREER

### Why SEO Copywriting is Such a Hot Niche in Freelance Writing

Web publishers are starting to realize that it's no longer good enough to have a web presence. In order to get a return from their site (eg, leads, subscribers, sales), they must constantly feed the search engines with fresh copy.

This takes the form of SEO articles, article marketing, blog posting, social media marketing, etc. All of it is copy driven, which means tons of work for qualified SEO writers.

### Interesting Economic Indicators about SEO Writing

A recent Forrester survey of more than 200 marketers found that 60% planned to increase interactive budgets by pulling back spending on traditional outlets. . . .

Forrester Research predicts that interactive marketing spending will hit \$25.6 billion this year [2009] -- up 11% from \$23.1 billion in 2008 . . . That total . . . is expected to more than double to nearly \$55 billion by 2014.

[Source: MediaPost.com. <http://bit.ly/19Vj69>] Note: Forrester is a leading, independent technology and market research company.

**Employment of writers and editors is expected to grow 10 percent, or about as fast as the average for all occupations, from 2006 to 2016.** Employment of salaried writers and editors is expected to increase as demand grows for web-based publications. [Source: CollegeToolKit.com. <http://bit.ly/BJGPZ>]

Organic Search traffic accounts for anywhere between 65-80% of all traffic to most successful websites out there. [Source: Huomah.com. <http://bit.ly/17313D>] Why is organic search traffic important to know about as an SEO copywriter?

Because organic traffic is free traffic; it's what businesses want. It comes from searches that web surfers type in when they hunt for information on the web.

For example, if you owned a fly fishing shop in Bangor, Maine and wanted people to find you on the web, you would have SEO copy (keyword rich text) on your site.

A web surfer might type in the phrase (fly fishing supplies, Bangor). Hence you need informative, search-engine-optimized copy on your site with this keyword phrase so that potential customers can land on your site (instead of a competitor's site).

This is what SEO copywriters do. Research has shown that most web surfers don't go past the third page of results when searching for something on the web. And, over 60% of them do research on the web *before* making an offline purchase. Proof?

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About 68% of online shoppers read at least four reviews before making a purchase, according to data from joint research by PowerReviews and the e-tailing group. [Source: MediaPost.com. <http://bit.ly/15gm5F>]

According Accenture, a global management consulting, technology services and outsourcing company:

69% of consumer research product features online;

68% compare prices online before shopping in a physical store

58% locate items online before going to a store to purchase

[Source: E-tailing.com. <http://bit.ly/3m8FRE>.]

***And, THIS is why businesses scramble to find qualified SEO copywriters. They now realize that internet marketing starts with content, specifically SEO content.***

It's how they get customers to their site so that they can generate leads and make sales. And, it has to be constantly updated to keep a site in the top spots on major search engines like Google and Yahoo!

This is why this career is so hot right now, and will be so for years to come, making it recession proof.

We're just at the beginning of businesses realizing the need for SEO copywriters. It's going to be a lucrative niche for years to come because internet marketing is growing – by leaps and bounds – every year.

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6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career

PAGE 10

## REASON #4: THERE IS LESS COMPETITION

### Why SEO Copywriting Is Less Competitive than Other Forms of Freelance Writing

Freelance writing is very competitive. It's why so many fail to make a decent living at it. They don't know how to market for work effectively enough to beat out the competition. Or, how to set rates.

And with rates being so low – especially when you're first starting out – many freelance writers struggle and will take on almost any assignment. This is why sites like Elance and Guru are crowded with writing assignments that pay 1 cent per word – and you have multiple takers. No thanks!

SEO writing is different though. While it does have its bottom-of-the-barrel rates, smart SEO copywriters know that they don't have to settle for this, as I discussed in the article, ***How to Determine What to Charge as an SEO Writer*** (<http://inkwelleditorial.com/seo-article-writing-rates>).

SEO writing is less competitive for the following reasons:

**(i) Specialized Knowledge:** You have to know how to write SEO copy. This means knowing about things like keyword density, backlinks, long-tail keywords and how to conduct keyword research. Many freelance writers don't have this specialized knowledge, which leads us to the next point . . .

**(ii) Complacent Freelancers:** Many freelance writers are either complacent, or outright lazy. You have to take it upon yourself to learn new skills to progress – in any profession. SEO is not hard, but human nature is to resist change, even when that change is for the better.

So instead of immersing themselves in learning the intricacies of this new form of writing, many freelancers sit back and plod along with their current skill set -- even when they're not making the money they want to be making.

This spells opportunity for those with initiative – the initiative to learn this niche and market for the work.

**(iii) Constant Demand for Copy:** Website owners have a constant demand for copy. Internet marketing experts estimate that 100,000 new websites go live every day. Proof?

According to Netcraft.com: The November 2008 survey [of Web Server stats] shows worldwide monthly growth of nearly three million websites, with responses now being received from a total of 185,167,897 sites. [Source: <http://news.netcraft.com/archives/2008/11/index.html>].

What do all of these sites need? Content. Specifically SEO content because they want to get found online. And, what do search engines love – copy.

Specifically, fresh copy written using SEO guidelines – and lots of it.

Hence, the continuous need for SEO copywriters.

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6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career

## REASON #5: YOU CAN DIVERSIFY YOUR INCOME STREAMS

As an SEO copywriter, you can put your skills to use for *your long-term income gain*. How? In many ways, marketing affiliate products, writing and marketing your own products, doing SEO consulting, etc.

Following is my favorite method.

### **Publish Income-Generating SEO Minisites**

I have one site that earns me about \$75 a month on autopilot. I update it about once a week (sometimes less), and that's it. Following is how/why I do it.

I started this site for an affiliate product I promote. Because I write articles and distribute them to free article directories to promote this affiliate product, I get double duty out of the articles by posting them on the site.

These articles – written using SEO guidelines -- drive traffic to the site. And, when surfers land on the site and click on the ads, I make money.

See this site at <http://ForeclosureBusinessNews.com>.

I run several sites like this, which bring in a few hundred extra dollars a month on auto pilot. I plan to put up more, until I have about 20.

And, it's all because I know how to write SEO copy.

Imagine having 10 or 20 sites like this bringing in \$10-\$25 per day. You could easily be making \$200-\$500/day.

And, this doesn't include affiliate sales from products you list on the sites.

On the site mentioned above, I promote four different niche products.

Now, I'm not saying this is going to be easy. It's a lot of work initially, especially if you're running a thriving SEO copywriting business also.

### **Make Passive Income for Years to Come**

BUT, it pads the dry spells all freelance writers run into from time to time, and it secures your future, for these sites will make money for years to come – with minimal upkeep.

And, that's why it's worth investing in them.

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6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career

PAGE 12

## **REASON #6: SEO COPYWRITING IS QUICK & EASY TO LEARN**

What career do you know that you can train for in a week's time – and then start making several hundred dollars a day? But, SEO copywriting IS that career!

You can literally learn what you need to know to start a lucrative SEO copywriting business in about a week.

While the concepts may seem foreign at first – especially if you're not versed in "online language" like long-tail keywords, keyword density, anchor text, etc. – they can be grasped relatively quickly with the right training.

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6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career  
PAGE 13

# CONCLUSION

## Why SEO Knowledge = Money

I started SEO copywriting in the fall of 2007. Since then, I've written thousands of pieces of search engine optimized (SEO) content -- SEO articles, SEO blog posts and SEO press releases -- and made thousands of dollars from **knowing how to write** this type of content.

Once you have this specialized knowledge, you can literally write your own ticket as to how much you want to make.

Here's to seeing you in the next SEO copywriting class. Details at <http://www.seowritingjobs.com/seo-copywriting-training>.

Sincerely,

Yuwanda Black, Founder

New Media Words: An SEO Content Writing & Distribution Firm

<http://NewMediaWords.biz>

**P.S.: SEO Copywriting: The Perfect Recession-Proof Career.** If you want a career that allows you to: (i) make as much money as you want; (ii) work from anywhere; and (iii) start earning immediately, SEO copywriting is it! Register Today: <http://www.seowritingjobs.com/seo-copywriting-training>.

## P.P.S.: SEO Copywriting Success Stories

**Success Story #1 Excerpt** (read the entire story at <http://bit.ly/4bgFx7>)

I'm now working full-time as an SEO content writer. Have been so for about a month. I finally left my full-time job and I couldn't be happier. Even in THIS economy.

It was just . . . time to leave my employer. I've been miserable ever since I started there. Miserable, as in crying as I saw the building rise up on the crest of the hill as I drove in to work. I spoke with my husband and he knew how unhappy he was. I've been working part-time with (source was named) and, while the volume wasn't as much as I would like, took the leap of faith and quit the dreaded "day job" in early September.

And, here's the kicker, I was the main breadwinner for my family of three! My husband is working in a seasonal job and it does not pay a living wage. Regardless, I'm not worried. ***I know SEO writing is THE niche for me. I get up every day rarin' to go. I love my life right now.***

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## LEARN SEO:

6 Reasons SEO Copywriting Is the Ideal High-Paying, Work-from-Home, Recession-Proof Career

PAGE 14

**Success Story #2 Excerpt** (read the entire story at <http://bit.ly/X9w0R>)

I currently write exclusively for four SEO companies - I'm their main or only writer - and two of the companies have standing orders for articles and blog posts on a daily, weekly and monthly basis.

*... Now I charge \$35 to \$50 for an article of 400 to 500 words (and moving up), and the people I work with never even blink an eyelid at that.*

It forms about one third of my overall income at present. If all else failed any month (and that seems unlikely the way things are going), I could get by on that alone, which is a great kind of insurance to have.

**Ready to join the ranks of these successful SEO copywriters.** Register for the SEO Copywriting Training Class Today at <http://www.seowritingjobs.com/seo-copywriting-training>.

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