

FUSING WEBSITE USABILITY VARIABLES AND ON-PAGE SEARCH ENGINE OPTIMISATION ELEMENTS

by
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DECLARATION

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EB Visser

ABSTRACT

FUSING WEBSITE USABILITY VARIABLES AND ON-PAGE SEARCH ENGINE OPTIMISATION ELEMENTS

It was concluded in the literature review that small- to medium-sized enterprises (SMME) should prioritise utilising the websites on the Internet, as it provides a low cost infrastructure, unlocking opportunities and allowing small- to medium-sized enterprises to market to the international customer, promoting business activities in a low-risk environment. However, visitors do not know that they do not know, meaning a need for facilitation exists between the Internet user in terms of the information required and the information available on the Internet.

Search engines (governed by their organic ranking algorithms) were created for this very purpose, to facilitate users in finding relevant information on the Internet in the shortest time possible. Search engines interpret and evaluate any given indexed web page from a targeted keywords perspective, indicating that web pages must be optimised from a search engine perspective. However, the elements search engines perceive to be important may not always be aligned with what website visitors perceive to be important. Anything on the web page that may remotely impede the visitors' experience could be detrimental as alternative website options are but a click away. An example would be the excessive use of content on a given web page. The search engine may find the excessive content useful as it may provide contextual interpretation of the web page. However, the excessive content may impede a visitor's website interaction as it is estimated that the average visitors will often view a web page for 45-60 seconds and read a maximum of 200 words only.

During the process of identifying the contradictory search engine optimisation (SEO) elements and website usability (WU) attributes, three journal articles were written, with two journal articles following their own research methodologies and the third journal article utilising all the research results in order to create the fused SEO and WU model.

Journal Article 1:

Two websites were used as part of the experiment:

- Control Website (CW): <http://www.copywriters.co.za>
- Experimental Website (EW): <http://www.copywriters.co.za/ppc/>.

The CW is an existing website with no special emphasis applied to SEO and/or WU. The EW was developed by implementing the WU attributes and ignoring all contradictory SEO elements. In order to ensure integrity of the experiment, search engines were denied access to the EW. The traffic sources for the CW were search engines (organic) traffic, as well as direct and referrer traffic. The traffic source for the EW was purely PPC.

The two websites sold exactly the same products. Owing to the different traffic sources, performance was measured by considering the number of conversions obtained from the amount of website traffic obtained (conversion – traffic ratio) of each website over the same period of time, which were then compared (keeping the traffic source in mind). Additional factors, such as time spent on site, page views and Return on Investment (ROI) were also considered as measuring tools. Additional experiments (interviewing Internet users and directing the PPC traffic source to the CW for the same period of time) were conducted for triangulation purposes.

The statistical analysis was based on the Mann-Whitney U test. This analysis indicates that Visitors, Average Page Views per Visit and conversions are all significantly different when comparing the CW values with the EW values. Average time on site per Visitor and ROI were not considered as being significantly different. Accumulated results obtained from the triangulation experiment interview indicated the importance of security, minimising content and making the contact form as easy as possible to complete. The PPC triangulation experiment obtained five times more traffic (including PPC traffic) than the EW (primary experiment). However, the EW obtained approximately 50 percent more conversions as opposed to the number of conversions obtained during the triangulation experiment.

The primary objective of this research project was to determine the WU attributes which are in contradiction with SEO elements. The literature review clearly indicated that contradictions do exist between SEO and WU. The secondary objective of this research project was to determine whether or not the WU attributes identified do in fact have an effect on conversions. The primary experiment results combined with the results obtained from the triangulation experiments, provided evidence that WU attributes do have an effect on conversion. The journal article results contribute to the body of knowledge by evaluating the WU and SEO contradictions from a WU perspective, which has a direct impact on website conversions.

Journal Article 2:

The objective of the second journal article was to prove that implementing search engine optimisation elements that are in contradiction to website usability attributes is essential to improve rankings.

The primary experiment included two websites, which were utilised as part of the experiment, the CW: <http://www.copywriters.co.za> and the Experimental Website Two (EW2): <http://www.translation-copywriters.co.za/>. The CW is an existing website with no special emphasis applied to SEO and/or WU. The EW2 was developed by implementing all on-page SEO elements and ignoring all contradictory WU attributes. The EW: <http://www.copywriters.co.za/ppc/> was utilised for triangulation purposes.

The purpose of the primary experiment was to monitor 130 predetermined keyword rankings across the three major search engines, over a period of four months, comparing the CW with the EW2 rankings. The primary experiment ranking results documented were the results obtained at the end of month four. During the four months a number of systematic changes were made to the EW2 for SEO purposes. However, no changes were made to the CW at all. For triangulation purposes, four additional experiments were conducted, of which two were the keyword rankings and organic traffic improvements documented each month, comparing the CW results with the EW2 results. The two additional experiments were the conversions obtained and interviews conducted, whereby the CW, EW and EW2 results were compared.

The statistical analysis for the primary experiment was based on the univariate analysis of variance test. The results indicated that the EW2 retained better search engine rankings than the CW. The triangulation ranking results documented each month indicated similar results to the primary experiment. The statistical analysis utilised for the triangulation organic traffic experiment was the linear regression analysis. Although the EW2 did not draw as many visitors as the CW, the experiment did provide evidence as to the EW2 experiencing significant traffic growth over time owing to the application of SEO. Conversely, the CW's traffic growth was virtually zero over the same period of time. The results obtained from the triangulation conversion experiment were analysed utilising the Kruskal-Wallis test, indicating that the EW obtained significantly more conversion than the CW and the EW2. The interviews emphasised that SEO elements, as implemented on the EW2, were considered to be obstacles from a WU perspective. The unanimous choice of website was the EW.

The results obtained from all the experiments clearly indicate the importance of applying both WU attributes and SEO elements to ensure the success of a conversion orientated website. The results also indicate that some WU attributes (content, text and media) contradict certain SEO elements (content and keywords), which have a direct impact on the process of obtaining conversions. Although search engine algorithms constantly change, certain fundamental elements will remain the same, such as the artificial intelligence programs which have to crawl, index and arrange the search results through an organic ranking algorithm. The journal article results contribute to the body of knowledge by evaluating the WU and SEO contradictions from a SEO perspective, which has a direct impact on search engine rankings.

Based on the results obtained from the two journal articles, the author was able to construct a model, synergizing the SEO elements and WU attributes along with the contradictions and solutions in an attempt to provide guidance to industry (SMME).

The primary objective of this research project was to determine whether on-page search engine optimisation elements and website usability variables can be applied to a single website simultaneously, without resulting in degradation of service to either of the two

concepts. The fused SEO and WU model addresses the visitor's concerns by removing or isolating any obstacles that may impede visitor interaction, without compromising the on-page SEO elements, thus successfully fusing SEO and WU. The author is thus of the opinion that the research problem and questions have been resolved and answered.

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- I'd like to express my gratitude to Purple Cow Communications, to Leon and Shireen for making resources available, thus making this research project possible, and to Matthew and Joanne, for their willingness to always assist where possible.
- For financial assistance, I thank the Cape Peninsula University of Technology and the National Research Foundation.
- I am extremely grateful to Kevin Bretherton, owner of Kab Technologies, for providing technical support and website hosting. Cape Town Media (Morgan and Dawie) and Fred also need to be acknowledged for their assistance in website development and technical support during this research project.

BIOGRAPHICAL SKETCH

Eugène Visser, raised on the West Coast of South Africa, matriculated in 1996 from Groote Schuur High School. After serving five years in the South African Police Service, he registered for the National Diploma (ND) in Information Technology (IT) at the Cape Technikon in 2002. On completion of the ND, he registered for the BTech degree in IT at the Cape Peninsula University of Technology in 2005, with emphasis on IT business management. Halfway through the course, he had the honour of meeting Prof. Weideman, who specialises in website visibility, usability and information retrieval. With significant exposure to information retrieval under the supervision of Prof. Weideman, he elected to further his studies with special emphasis on search engine optimisation. On completion of the BTech, he registered for the MTech degree in IT at the Cape Peninsula University of Technology in 2006, under the supervision of Prof Weideman. With the thesis title "Search Engine Optimisation elements' effect on website visibility: The Western Cape real estate SMME sector", he created a search engine optimisation model, which evolved from collaborating search engine optimisation theories, models and research. On completion of the MTech, he entered the commercial realm, and created and implemented a search engine optimisation methodology that is being utilised at the time of writing as part of a revenue model. In the interim, he commenced with his DTech, which is titled "Fusing website usability variables and on-page search engine optimisation elements". The DTech is based on the contradictions between the artificial intelligence of search engines and the website usability experiences of visitors, which practitioners deny exist.

DEDICATION

In honour of:

The living God Almighty, our Father,
Jesus Christ, God's living Son, our Saviour &
the Holy Spirit, the Voice of God, our Counsellor.

"I can do all things through Christ which strengtheneth me." (Philippians 4:13, King James Bible 1988)

"Preach the Gospel, if necessary, use words!"

- Mother Teresa

PREFACE

There is a world of difference between search engine optimisation and website usability.

Search engine optimisation is driven from an artificial intelligence perspective, which attempts to make appropriate interpretations based on search queries. Although search engines have come a long way, the fact remains that the search engine artificial intelligence depends on a number of factors, including what has been stipulated on the website as well as the editorial judgement votes from other websites (links).

Website usability is the functional application of information concerning the visitor's ability to interact successfully with that information. Search engines depend on the interpretation of web page content, keywords, images, etc., which may become mechanical usability obstacles (based on the way in which information is presented on the web page) that could impede user interaction. This is confirmed by a statement made by a popular search engine, which stipulates that web pages should be created for the visitor and not for search engines. This statement indicates that web pages could be created with the sole purpose of improving ranking, which may result in obstacles that could impede visitor interaction. Not many fully grasp the scope of this problem; in fact, industry experts deny that this problem even exists, much less articulate the solution. An overview of the thesis framework is given below.

Chapter 1: Background and research problem

A brief overview is provided followed by the research problem. The background overview to the research problem concludes with the research design, questions, predicted results and the research limitations. All tables and figures illustrated in Chapter 1 form part of the sequential thesis list of tables and figures. All references made in Chapter 1 form part of the thesis reference list.

Chapter 2: Literature review and analysis

The literature review provides an overview of different marketing viewpoints, including website marketing, with a holistic overview of website usability and search engine optimisation. The contradictions are briefly discussed, setting the landscape for the three journal articles to follow in Chapter 3, Chapter 4 and Chapter 5. All tables and figures illustrated in Chapter 2 form part of the sequential thesis list of tables and figures. All references made in Chapter 2 form part of the thesis reference list.

Chapter 3: Journal Article 1 – An empirical study on website usability elements and how they affect search engine optimisation

This journal article was published in South African Journal of Information Management, but has been formatted to comply with the stylistic requirements of the thesis - a snapshot of the actual publication is available in Appendix 1E.

The primary objective of this research project was to identify and investigate the website usability attributes which are in contradiction to search engine optimisation elements. The research completed in this journal article was conducted from a website usability perspective. Owing to journal *Article 1* being published independently, all tables, figures and references related to this journal article are specified within Chapter 3 only.

Chapter 4: Journal Article 2 – Search engine optimisation versus website usability – conflicting requirements?

This journal article was published in Information Research: an International Electronic Journal, but has been formatted to comply with the stylistic requirements of the thesis – a snapshot of actual publication is available in Appendix 2Q.

The objective of this research project was to prove that implementing search engine optimisation elements that are in contradiction to website usability attributes is essential to improve rankings. The research completed in this journal article was conducted from a search engine optimisation perspective. Owing to journal *Article 2* being published independently, all tables, figures and references related to this journal article are specified within Chapter 4 only.

Chapter 5: Journal Article 3 – Fusion of website usability and search engine optimisation

This journal article has been submitted to the International Journal of Human – Computer Interaction.

In this research the objective was to establish a relationship between search engine optimisation and website usability, in an attempt to provide guidance to industry. Research results obtained from journal *Article 1* (Chapter 3) and journal *Article 2* (Chapter 4) were utilised in creating a fused website usability and search engine optimisation model. Although journal *Article 3* is in the process of being reviewed for publication, all tables, figures and references related to this journal article are specified within Chapter 5 only.

Chapter 6, Discussion and conclusion

In this chapter, a brief summary of the literature review is followed by a breakdown of each journal article in terms of literature review, methodology results and conclusion. Chapter 5 (journal Article 3), however, discusses the model, leading into the discussion section, which provides more detail on the proposed solution during the process of fusing search engine optimisation and website usability. All tables and figures illustrated in Chapter 6 form part of the sequential thesis list of tables and figures. All references made in Chapter 6 form part of the thesis reference list.

References

The list of thesis references is applicable to Chapter 1, Chapter 2 and Chapter 6 only, as each journal article (Chapter 3, Chapter 4 and Chapter 5) has its own list of references within the respective chapter.

Appendices

Supporting documents have been provided in the Appendices. Raw data, questionnaires and statistically analysed results from Chapter 3 (journal *Article 1*) and Chapter 4 (journal *Article 2*) respectively, which could not be included in the journal articles owing to specific publication format, have been placed within the Appendices.

Glossary

An alphabetical list of terms, with definitions, used throughout the thesis.

Typographical conventions

- Italics, bold and quotations have been used interchangeably throughout the entire thesis to indicate *emphasis*.
- The terms *variables*, *elements* and *attributes* are used interchangeably throughout the thesis as all three terms refer to components of the appropriate conceptual category.
- The respective journals' specifications with regard to writing style, referencing and layout were implemented in Chapter 3 (journal Article 1), Chapter 4 (journal Article 2) and Chapter 5 (journal Article 3).
- The author has used 'he', 'him', and 'his' in the interests of stylistic conciseness, rather than the more cumbersome 'he/she', etc.

RESEARCH OUTPUTS

The author has produced the following research outputs.

Output Type	Authors	Title	Institution / Event	Status
Journal Article	Visser, EB., Weideman, M.	Fusion of website usability and search engine optimization	International Journal of Human-Computer Interaction	Submitted in September 2011
Journal Article	Visser, EB., Weideman, M.	Search engine optimisation versus website usability – conflicting requirements?	Information Research: An International Electronic Journal	Published: Information Research, 16(3) paper 493. (http://informationr.net)
Journal Article	Visser, EB., Weideman, M.	An empirical study on website usability elements and how they affect search engine optimisation	SA Journal of Information Management	Published: South African Journal of Information Management (2011) Vol. 13(1). (http://www.sajim.co.za)
Poster	Visser, EB., Weideman, M.	Effect of website usability and search engine optimisation on conversion	12th Annual Conference on World Wide Web Applications & Cape Peninsula University of Technology	Abstract published in Proceedings of WWW 2010 (http://www.zaw3.co.za) & Cape Peninsula University of Technology research day
Poster	Visser, EB., Weideman, M.	SEO and Stickiness: In search of successful fusion in website design	10th Annual Conference on World Wide Web Applications	Abstract published in Proceedings of WWW 2008 (http://www.zaw3.co.za)
Journal Article	Weideman, M., Visser, EB.	Searching success for Ananzi users: the effect of demographic features and the choice of keywords	Journal to be decided on	To be submitted
Conference Paper	Weideman, M., Kritzinger, W., Visser, EB. (Editors)	Search engine optimising elements and their effect on Website visibility: implementation of the Chambers model	8th Annual Conference on World Wide Web Applications	Published in Proceedings of WWW 2006 (http://book-visibility.com/download.php?AID=117&UID=6)
Book	Weideman, M., Kritzinger, W., Visser, EB. (Editors)	ICT Research Forum No.2-2006	Cape Town, South Africa. August 2006, ISSN: 1814-9812	Published 2006
Conference Paper	Visser, EB., Kritzinger, W., Weideman, M.	An empirical study on the implementation of the Chambers model: Search engine optimisation elements and their effect on website visibility	8th Annual Conference on World Wide Web Applications	Published in Proceedings of WWW 2006 (http://www.zaw3.co.za)

Poster	Visser, EB., Weideman, M., Strümpfer, C.	An empirical study on the effect demographic features and the choice of keywords have on searching success for Ananzi users	South African Institute of Computer Scientists and Information Technologists (SAICSIT): Enablement Through Technology & 7th Annual Conference on World Wide Web Applications	Abstract published in Proceedings of SAICSIT 2005 (ISSN: 1-59593- 258-5 p.287) & Abstract published in Proceedings of WWW 2005 (http://www.zaw3.co.za)
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SUPERVISOR:


Signature:  _____ Date: April 2012
Prof. M. Weideman

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CHAPTER 1

BACKGROUND AND RESEARCH PROBLEM

1.1 INTRODUCTION

1.1.1 Small- to medium-sized enterprises

Small- to medium-sized enterprises (SMEs) comprise approximately 80 percent of the private sector in Africa and approximately 98 percent of the entire South African business population (Bbenkele 2007:15). Although SMEs strive to generate profit and growth by creating new demands through innovation, they often fail. Integrating information and communication technology with innovation may benefit SMEs, not only by assisting with managerial functions, but also by allowing SMEs to remain competitive both locally and internationally (Chibelushi 2008:725). In recent years, SMEs have adapted to utilising the Internet in driving their marketing efforts (El-Gohary 2010:215).

1.1.2 Internet

Internet activity has increased significantly in the past decade, from 350 million users to over two billion users worldwide. It was determined that in Africa, Internet user activity increased from 4.5 million to over 118 million Internet users, with a growth rate of over two- and- a- half thousand percent (Miniwatts Marketing Group 2011). Internet activity is increasing rapidly, making the Internet a viable marketing channel, especially for SMEs with insufficient venture capital. SMEs often make use of websites to advertise and promote company products and/or services on the Internet (Küster & Vila 2011:133). Unfortunately, the 'SME existence' on the Internet is a relative notion, as people do not know what they do not know. It is impossible for everyone to be fully aware of all business, website and information available on the Internet. Search engines were created for this very purpose, to equip users to find relevant information in the shortest time possible.

1.1.3 Website optimisation

Website optimisation is a three-dimensional concept. Firstly, a website must be found on the search engines. Although this concept may sound simple, the process of implementing search engine optimisation (SEO) is not straightforward. Website rankings are determined by an organic ranking algorithm, driven by an artificial intelligence, with a single purpose. That purpose is to provide the searcher with the most relevant results, whereby the web pages in the search engine result pages are arranged from the most to the least relevant. Relevant search results are shaped by considering all the information available on the Internet, derived from the semantic interpretation of the searcher's keyword and/or key phrases. Search engines, however, keep the organic ranking algorithm elements and/or weight assigned to each element secret where possible, to avoid abuse.

The second dimension is website usability (WU), and contrary to SEO, WU is driven by the human mind. This concept, according to Krug (2000), is quite simply: 'Don't make me think'. The philosophy is based on the website visitor's interpretation in terms of his expectations of desired functionality on any given web page. Eisenberg, Quarto-vonTivadar, Davis and Crosby (2008:195) define WU as the process of removing any obstacles that may impede the process of online interaction.

The third and final dimension is conversion. Conversion can be defined as the action a visitor takes that has measurable value to the business, which is directly related to WU. A conversion could thus be perceived as website optimisation, whereby SEO and WU are applied appropriately, addressing a visitor's particular need. Successfully applied SEO is the high ranking of a web page on the search engine result pages (SERPs). Successfully applied WU is when the visitor is not deterred by obstacles that may impede his website interaction.

1.2 STATEMENT OF RESEARCH PROBLEM

SEO is the process of making alterations to a website, emphasising semantically themed keywords for search engines with the intent of improving website rankings, which in turn improves the website's likelihood of being found in the SERPs (Weideman 2009). WU promotes website accessibility by removing impediments that may threaten the experience or process of online interaction (Eisenberg *et al.* 2008:195). SEO and WU are important and applicable to all websites, yet they have different objectives. When the two concepts are applied simultaneously, either SEO or WU are prioritised, which will result in the degradation of the deprioritised service. For example, Weideman (2009:59) found content to be a critical SEO element. Johnson (2007:169) argues that only one quarter of intended content should be utilised on the web page. Thurow and Musica (2009:14) assert that SEO and WU professionals focus on different aspects of website optimisation.

Research indicates that WU and SEO are in contradiction. SEO elements and WU variables cannot be applied to a single website simultaneously without resulting in degradation of service by either of the two concepts.

No empirical evidence could be found to confirm or reject that the simultaneous application of on-page SEO elements and WU variables to a single website would result in degradation of service by either of the two concepts.

1.3 BACKGROUND TO RESEARCH PROBLEM

The trading of goods to satisfy mankind's needs has always been part of society. Today, the survival of the economic environment depends on trading, which in turn relies on consumers and their purchasing power (Marx, Van Rooyen, Bosch & Reynders 1998:5, 61). Since the evolution of the Internet, marketing has evolved, and a new marketing channel known as

online marketing has been established. Statistics reveal that this particular medium delivers results which emphasise that the Internet is fast becoming the communication, commerce and marketing medium that is changing business globally (Visser 2006:16, 117).

1.3.1 Marketing

Kotler, Armstrong, Saunders and Wong (1999) emphasise that businesses must satisfy customer needs inexpensively and appropriately through effective communication. Whether it be a search engine artificial intelligence or a human being, communicating business information, products and/or services all forms part of marketing.

Traditional marketing is derived from influencing the demand for business products and/or services from the seller's perspective. Over the past decade, the Internet has become one of the most popular forms of communication. Technology changed the way in which marketing was perceived, shifting the traditional marketing mix from attempting to satisfy the general public towards satisfying individual needs (Constantinides 2002). The marketing mix changed from the four P's to the six C's. Today, search engine technology is considered an essential dimension in marketing, owing to the fact that the search engine functions as a facilitator between the information available on the Internet and the searcher seeking for the most relevant information. This indicates that website owners must market their websites first and foremost to the search engines. In consequence of search engines utilising an artificial intelligence, the marketing approach must change to contemplate and adapt to a program based on rules attempting to enforce reasoning and problem solving.

Once the website is successfully marketed to the search engine, the search engine will market the appropriate web page to the searcher based on the search query. The searcher will firstly scrutinise the results in the SERPs by aligning the searcher's particular need to the web page snippet visible on the SERPs, considering the search query. If and when a web page is selected (clicked on), the searcher will again evaluate the appropriateness of the web page in terms of the visitor's particular need. Considering that the web page does satisfy the visitor's particular need, the web page visitor should not be impeded from completing the online process. This, however, is the concern, as the entire web page could be created to consider the search engine for ranking purposes or the visitor, but not necessarily for both.

1.3.2 Search engine optimisation

The Internet is a data repository of human knowledge (website information). Search engine crawlers find websites currently available on the Internet and save that information in data repositories by means of automatic indexing (Green 2000:125-126). Search engines were designed to assist users in identifying and assessing relevant information in the shortest time possible (Visser 2006:2).

Approximately 85 percent of users utilise search engines during their online searching process (Alimohammadi 2003:238; Murphy & Kielgast 2008:90). In addition, Kritzinger and Weideman (2008:3) found that approximately 62 percent of searchers look only at the top 10 results in the SERPs, indicating that if a particular website does not rank in the top 30 results of the SERPs for targeted keywords and/or key phrases, then that particular website does not exist for the searcher.

Golliher (2008:19) states that search engine algorithms play an important role when it comes to SEO. In addition, the same author found that search engine algorithms consist of parameters that perform some type of data processing. These parameters consist of elements found on each web page, indicating that certain elements on a web page will have a direct effect on its rankings. Unfortunately, the public will never know what the algorithm parameters are, as search engine designers keep that sort of information secret to avoid abuse (Visser 2006:29). However, a number of authors (Chambers 2005:34-71; George 2005; Google 2008; Kritzinger 2005:14-40; Moran & Hunt 2006:297; Nkukwana & Weideman 2006:6, Visser 2006:36-58; Golliher 2008:15-16) specify that numerous on-page SEO elements are possibly utilised as parameters in the search engine algorithms. It could thus be concluded that SEO is the sum total of all SEO elements applied simultaneously to a single website.

1.3.3 Website usability

Usability variables have always been predominantly part of quality management, testing and user interface improvement during software development. When developing an interface, the physical and mental capabilities of a user must be considered for the following reasons (Sommerville 2004:362-364):

- Users are limited to remembering approximately seven items of information simultaneously.
- Users often experience stress when error and warning messages appear, increasing the possibility of making operational errors.
- Different people have different capabilities (some hear and see better than others). An interface should not be developed based on the assumption that all users will cope with the interface.
- Users often have different interaction preferences (in some instances, users prefer images whereas others prefer text).

Software usability evolved, by adapting to the Internet, redefining WU as to how the information is presented on a web page concerning the website visitor (Eisenberg *et al.* 2008:158). It has become evident that one critical success factor for a conversion orientated website is WU (Barnard & Wesson 2003:258).

According to Eisenberg *et al.* (2008:63, 67, 189), website customers have an increased desire to take control over their buying experience. The same authors stress that the business website should assist customers through the sales process by addressing AIDAS (Attention, Interest, Desire, Action and Satisfaction). AIDAS primarily focuses on the content presented on the web page in terms of answering the visitor's questions and driving the visitor from one web page to another subsequent web page (conversion funnel) towards completing the sales process.

Converting a customer (which is referred to as the sales process) is not enough to drive maximum return on investment. Persuasion (which is referred to as the buying process), is whereby the customer is in control of his own buying experience. Persuasion does not really form part of WU, but could be considered part of the process, whereby permission is obtained from the customer to sell to the customer within the conversion funnel.

Nielsen and Loranger (2006:xvi) state that WU refers to how easy something is to use. Thurow and Musica (2009:6) identified five components that WU success is measured by:

- Effectiveness. (Were the website visitors able to achieve the desired outcome?)
- Efficiency. (Were the website visitors able to achieve the desired outcome within a reasonable time?)
- Learnability. (How easily were the new website visitors able to learn how to use the website?)
- Memorability. (How easily were returning visitors able to remember how to use the website?)
- Error prevention and Recovery. (Were the website visitors enabled to recover from any errors?)
- Satisfaction. (Were the website visitors able to achieve their goals?)

Barnard and Wesson (2003:258) identified an additional component, namely trust, which is a critical success factor, especially for the virtual organisation. Without the trustworthiness, the website cannot reach its full potential. It was concluded that WU is not a luxury, but a requirement for survival. This is confirmed by Kritzinger and Weideman (2008:5) who found that if the website does not clearly state what it offers, the visitor would simply leave the website. Eisenberg *et al.* (2008:63) concur and state that customers need and want information. If their questions are not answered, they will simply go elsewhere, where their information needs will be addressed.

1.4 RESEARCH DESIGN

Human beings live in an ordinary social and physical reality in multiple contexts. During the process of growing up and moving through different environments, human beings adapt to their surroundings, learning constantly in order to effectively cope with their circumstances. This is referred to as “lay knowledge”, a stock of knowledge acquired through learning, experience, experimental knowledge, self-knowledge, insight and practical knowledge (Mouton 2001:138). Everyday problems are solved by applying lay knowledge, enabling human beings to live their lives normally.

Mouton (2001:138) also stated that scientific research is the investigation of a particular phenomenon in the ordinary world. The epistemic interest is thus the search for truth, valid or reliable models / theories of the actual phenomenon, whereby epistemology also defines the standards for evaluation (Olivier 2004:109-110). However, obtaining results that are absolutely true in all contexts is impossible. The objective is thus to strive for the most truthful and valid results (Mouton 2001:138).

Having identified the phenomenon, the researcher needs to consider and identify the indicators best suited for the measurement of the phenomenon. This can be achieved by not only understanding philosophy (positivism, realism, postmodernism, critical theory and phenomenology) and the research methodology (quantitative, qualitative and participatory action research), but also the differences between the main research approaches (Mouton 2001:138-139).

A research project thus consists of three major elements: Ontology, Epistemology and Methodology.

The Ontology (which precedes epistemology) of this research project is concerned with “how it came to be”, specifying the nature of reality and what we know about it - that of which is to be studied (Nel as cited by Levin 2008:159). In this case it would include the Internet, Search Engine Optimisation and Website Usability.

Internet: “A collection of worldwide government, commercial and private computer systems that can interact and share information. These computer systems share data using a packet switching system and connect millions of users simultaneously” (Weideman 2009:193).

Search Engine Optimisation: “The process of making alterations to a Website in such a way that the Web pages become accessible to search engines with the primary objective of improving the Website’s chances of being found” (Weideman 2009:14).

Website Usability: “Usability is to remove any obstacles impeding the experience and process of online interactions” (Eisenberg *et al.* 2008:158).

The epistemology defines the relationship between the researcher and what can be known (Nel as cited by Levin 2008:159). The researcher can be a participant (action research), an insider (qualitative research) or an outsider (quantitative research) (Mouton 2001:137-142). In this research project the study consists of stable elements, indicating that the author can take an objective and detached epistemological stance. As a result, the author will utilise a methodology that considers the researcher to be an outsider, such as Positivist / Realist (Quantitative).

The research project is divided into three sections. Journal Article 1 (WU), journal Article 2 (SEO) and journal Article 3 (the fused SEO and WU model). Each journal article was created as an entity on its own, whereby results from journal Article 1 were utilised in journal Article 2 and results from journal Article 1 and 2 were utilised in journal Article 3. Journal Article 3 was based on the construction of a model that not only identifies the contradictions, but also provides suggestions on how to successfully fuse SEO and WU.

TABLE 1: Research problem and project research question

Research Problem	No empirical evidence could be found to confirm or reject that the simultaneous application of on-page SEO elements and WU variables to a single website would result in degradation of service by either of the two concepts.
Research Question	Can all on-page search engine optimisation elements and website usability variables be applied simultaneously to a single website, without resulting in degradation of service by either of the two concepts?

1.4.1 Journal Article 1

The primary objective of this research project is to identify and investigate the WU variables which are in contradiction with SEO elements. The author intends to utilise two websites as part of the experiment, the *Control Website* (CW): <http://www.copywriters.co.za> and the *Experimental Website* (EW): <http://www.copywriters.co.za/ppc/>. The CW is an existing website with no special emphasis applied to SEO and/or WU. The EW was developed by implementing the WU variables and ignoring all contradictory SEO elements. In order to ensure integrity of the experiment, search engines were denied access to the EW. The traffic sources for the CW were search engines (organic) traffic, as well as direct and referrer traffic. The traffic source for the EW was purely Pay Per Click (PPC). The two websites sell exactly the same products. Owing to the different traffic sources, performance was measured by considering the number of conversions obtained from the amount of website traffic obtained (conversion – traffic ratio) of each website over the same period of time, which was then compared (keeping the traffic source in mind). Additional factors, such as time spent on site, page views and Return on Investment (ROI) may also be considered as

measuring tools. Additional triangulation experiments were also utilised (interviews and directing PPC traffic to the CW for the same period of time).

TABLE 2: Journal Article 1 research sub-questions, method and objectives

Research Sub-question	Research Method(s)	Objectives
Title: An empirical study on website usability elements and how they affect search engine optimisation		
What are the WU variables?	Literature analysis	To investigate and identify the different WU variables.
What are the WU variables that could potentially have a negative effect on SEO?	Literature analysis	To investigate which are the conflicting elements (SEO and WU) from a WU perspective.
Can the application of WU variables improve website conversions?	Create a WU website with emphasis on conversion pages. PPC will allow the researcher to bypass the “ranking” factor and test primarily WU. In addition, a questionnaire was used to obtain feedback from five active Internet users for triangulation purposes, comparing the old organic conversion pages with the new PPC website landing pages in terms of WU variables.	To determine if WU variables used in isolation improve conversions significantly, minimally or not at all.

1.4.2 Journal Article 2

The objective of this research project is to prove that implementing SEO elements that are in contradiction to WU variables is essential to improve rankings. The SEO impact on any given website is dependent on the sum total of all search engine optimisation elements integrated and implemented simultaneously. The primary experiment included two websites, which were utilised as part of the experiment, the CW: <http://www.copywriters.co.za> and the *Experimental Website two* (EW2): <http://www.translation-copywriters.co.za/>. The CW is an existing website with no special emphasis applied to SEO and/or WU. The EW2 was developed by implementing all on-page SEO elements and ignoring all contradictory WU variables. The EW: <http://www.copywriters.co.za/ppc/> was utilised for triangulation purposes.

The purpose of the primary experiment is to monitor 130 predetermined keyword rankings across the three major search engines, over a period of four months, comparing the CW with the EW2 rankings. The primary experiment ranking results documented were the results obtained at the end of month four. During the four months a number of systematic changes were made to the EW2 for SEO purposes. However, no changes were made to the CW at all. For triangulation purposes, four additional experiments were conducted, of which two

were the keyword rankings and organic traffic improvements documented each month, comparing the CW results with the EW2 results. The two additional experiments were the conversions obtained and interviews conducted, whereby the CW, EW and EW2 results were compared with each other.

TABLE 3: Journal Article 2 research sub-questions, method and objectives

Research Sub-question	Research Method(s)	Objectives
Title: Search engine optimisation versus Website usability – conflicting requirements?		
What are the on-page SEO elements?	Literature analysis	To investigate and identify the different SEO elements.
What are the SEO elements that could potentially have a negative effect on WU elements?	Literature analysis	To investigate the conflicting SEO elements and WU variables from an SEO perspective.
Do on-page SEO elements improve ranking but worsen the chances for conversions?	Develop a new website by applying all on-page SEO elements and ignoring all the contradicting WU variables. In addition (for triangulation purposes), a questionnaire is to be utilised, similar to the one in the first article (focusing on WU variables) in order to obtain feedback from the active Internet users, comparing the CW with the EW and the EW2. The results will determine if the users feel that the lack of WU variables plays a role in conversion.	To determine if SEO used in isolation can improve rankings but deteriorate conversions significantly, minimally or not at all.

1.4.3 Journal Article 3

In this research project the objective was to establish a relationship between SEO and WU, in an attempt to provide guidance to industry. During construction of the model, all WU attributes and SEO elements identified were grouped into four categories: SEO (essentials and pitfalls) and WU (essentials and pitfalls). The results obtained in both journal Article 1 and journal Article 2 were the driving forces in identifying the contradictions based on impact. The contradictions were identified and presented visually, followed by proposed solutions, which result in the fused SEO and WU model.

1.5 PREDICTED RESULTS AND CONCLUSION

The results obtained from journal Article 1 focused on the comparison of the results of the CW (created by the business with minimal knowledge of search engine optimisation and website usability) and the EW (created with website usability in mind and deliberately ignoring all search engine optimisation elements) from a WU perspective. The predicted

outcome provided evidence that the implementation of WU variables is essential to improve conversions.

The results obtained from journal Article 2 focused on the comparison of the results of the CW, EW and EW2 (created with search engine optimisation in mind and deliberately ignoring all website usability attributes), with special emphasis on the ranking comparisons between CW and the EW2 from an SEO perspective. The predicted outcome provided evidence that the implementation of SEO elements is essential to improve rankings, but had a detrimental effect on conversions.

Based on the results obtained from Article 1 and Article 2, the model was created as part of Article 3 with only the model being published at <http://www.eugene-visser.co.za>, providing guidance to industry.

The thesis contributes to the body of knowledge by providing:

- Empirical evidence indicating that certain SEO elements and WU variables contradict each other, regarding each discipline's desired outcome.
- A fused SEO and WU model, as a proposed solution that allows for simultaneous application of on-page SEO elements and WU variables to a single website without resulting in degradation of service by either of the two concepts.

1.6 DELINEATION OF THE RESEARCH

The research project has the following limitations:

- The research project is limited to three websites, with all three associated with the same business, selling the exact same products/services.
- The core focus of the research project (but not limited to) is on-page SEO elements, marketing and WU variables that may also have an impact on conversion.
- Only contradictory WU variables (content, text and media) and SEO elements (content and keywords) are the primary focus points in this research project.

1.7 CONCLUSION

The economy is predominantly driven by SMEs, often with limited financial support. The need for marketing is essential. Customers want their needs satisfied and SMEs often have the capability to satisfy customer needs. Unfortunately, customers are not always aware of the existence of SMEs, let alone the products they offer. SMEs thus need to evaluate their limited resources, identify their weaknesses and apply a marketing strategy that assist them to utilise their weaknesses as strengths.

The Internet is rapidly moving towards becoming the communication, commerce and marketing medium of choice. With over 118 million Internet users in Africa, SMEs should prioritise utilising the Internet, as it provides a low cost infrastructure, unlocking enormous

opportunities and allowing SMEs to market to the international customer, promoting business activities in a low risk environment. However, people do not know what they do not know, meaning that the need for a facilitator exists. Search engines assist the searcher's need in terms of finding the appropriate website associated with the search query. Owing to the vast amount of information available on the Internet, search engines have become an integral part of society with more than 400 million searches conducted each day (Engel, Spencer, Fishkin & Stricchiola 2010:1). Weideman (2009) found that 67 percent of search engine searchers do not look beyond the first SERP, indicating that if a business website does not rank well, the business does not exist to that searcher for the target keywords. Good organic rankings are not enough. If any obstacles impede the visitors from interacting with the website in any way, then that visitor will simply leave and visit a website that will satisfy his needs (Kritzing & Weideman 2008).

Regrettably, these two concepts are often not applied simultaneously with success to any given website. From the results gleaned, the author constructed an SEO and WU framework that successfully fuses the two concepts, whereby the fused SEO and WU model could be utilised by SMEs to build improved websites that are optimised for SEO and WU.

CHAPTER 2

LITERATURE REVIEW AND ANALYSIS

2.1 INTRODUCTION

The literature review commences with a holistic interpretation of the capitalist economic system and the impact it has on the economy considering the *marketplace*. Owing to the importance of marketing in this research project, it was deemed prudent to understand traditional marketing and how it evolved, in order to consider the advances made in marketing through information and communication technology. The Internet and the use of websites have had an enormous impact on how businesses and products are marketed to people. Although search engines are driven by an artificial intelligence, websites must be marketed to search engines as well as people. Search engine optimisation (SEO) will be discussed from a holistic perspective as will website usability (WU), followed by a brief discussion on conversion optimisation. The author intends to close with a brief interpretation of the entire literature review, emphasising the importance of fusing SEO and WU.

2.2 CAPITALISM, SMEs AND THE MARKETPLACE

A prominent author (Wood 2002:1) has put into perspective that capitalism is considered the natural condition of humanity. In the capitalist economic system, producers depend on the market for access to the means of production, which is determined by competitors and the maximisation of profit. Apart from the political influences and legislation, capitalism is based on a structure that supports private economic choice for both the individual and small- to medium-sized enterprises (SMEs). All individuals are thus in the position of deciding where and how they will spend their income. The same freedom applies to privately owned companies, whereby SMEs are able to choose which goods and services to produce, which suppliers to utilise and how much to charge for their goods and services. In addition, depending on the nature of business, SMEs often require a workforce for production purposes. The majority of society's workforces sell their labour abilities in exchange for wages. By producing goods and services, labourers supply society with all its needs and wants, thus creating profit for those companies which purchase their labour. The direct or indirect production of goods and services could thus be perceived as capitalist profit and is essential for any company's sustainability (Wood 2002:1-3).

In a capitalist economic system, an entrepreneur by definition is someone that creates new business ideas for the purpose of generating profit and growth, by identifying opportunities and capitalising on those opportunities through applying resources appropriately, while facing risk and uncertainty (Smit & Vivian 2001:14; Oseifuah 2010:164). Oseifuah (2010:164) emphasises that SMEs are often established as a result of innovation, creating new products, new production methods and/or new markets. South Africa's Department of Trade

and Industry, as cited by Baard and Van den Berg (2004:1), established that small businesses comprise approximately 98 percent of the entire South African business population. This statistic alone indicates that SMEs in South Africa are a necessity and can be regarded as the driving force in economic growth. Samujh (2011:15) concurs and posits that the economic environment and social community depend on SMEs in terms of stability and sustainability. He also premises that SMEs support communities by encouraging self-development as well as self-support, along with creativity. SMEs thus assist in generating employment and upgrading human capital.

According to Berry, Von Blottnitz, Cassim, Kesper, Rajaratnam and Van Seventer (2002:4), SMEs contribute to the country's national product by either generating goods or providing services available to both the individual and/or businesses. Businesses should thus also be considered, from an economic perspective, as consumers, and not only as suppliers. This allows SMEs to establish their own position in the market by means of their purchasing power, which is affected by the demand for the product and/or service. The demand, in turn, drives the process of generating revenue, which is directly dependent on the marketing of the business, product and/or service.

SMEs unfortunately, will often enter the marketplace with a single product, without sufficient venture capital to broaden their product range even if it is strategically desirable and beneficial. Bbenkele (2007:13) discovered that the way in which SMEs apply their capital is often considered an obstacle in this regard, typically because of the lack of financial literacy. As a result, SMEs may have to increase market share by elevating their innovative thinking, bearing in mind the business scope, in order to develop new products or production methods (Laforet & Tann 2006:363). Generating profit and growth is thus when innovation results in new demands (Oseifuah 2010:165). Sadly, SMEs frequently fail within the first five to six years, primarily owing to environmental, financial, managerial and operational issues (Brink, Cant & Ligthelm 2003:2). Baard and Van den Berg (2004:2) found that SMEs often fail within the first three years of existence, with an SME failure rate of 70 percent to 80 percent in South Africa.

Although information and communication technology (ICT) may not solve every business problem, the integration of ICT into businesses can benefit SMEs by improving the measurement of efficiency gain, assisting managerial competence and providing access to information that will increase flexibility and responsiveness to the ever-changing business environment. Underwood (2009:570) emphasises that access to information can be considered one of the fundamental needs of any SME. Conversely, Spink, Jansen, Barkley and Koshman (2006:1389) believe that the explosion of information available on the Internet necessitates businesses that make use of the Internet infrastructure to evolve in order to remain competitive. Chibelushi (2008:725) however, found that the integration of ICT and business to be an important competitive weapon, especially if the technology is aligned with innovation, allowing the SME to remain competitive both locally and internationally.

2.3

MARKETING IN RETROSPECT

Marketing, in essence, is a customer-focused notion that addresses customer value and satisfaction. In the past, marketing was perceived as the process of selling. The concept of marketing was, however, derived from the meaning of the term *market*. Market *per se*, is viewed as a gathering of actual and potential buyers and/or sellers of products and/or services with the intention of exchange. The size of the market is thus dependent on the number of buyers/sellers that exhibit a need, have resources available and are willing to exchange those resources in order to satisfy those needs. The target market therefore represents potential buyers at which the sellers aim their marketing efforts and ultimately their products and/or services. Although marketing is perceived as a business function, in identifying needs, determining target markets and best serving those markets, marketing is also a philosophy that guides the business as a whole. The primary objective is not only to satisfy customers and develop long-term relationships, but also to satisfy customers more effectively and efficiently than competitors do. The best way to achieve the primary object is to perceive customer satisfaction as the actual quality of products and/or services. The objective of marketing therefore expands to the process of attracting new customers by guaranteeing superior quality. Businesses are, however, aware that not all customers can be satisfied the same way within a particular market. As a result, businesses often focus their attention on certain market segments and create strategies to serve those segments better than the competitors do, for the purposes of profit. With the marketing strategy in place, the marketing mix is defined, whereby controllable marketing tools are utilised to influence the demand for business products and/or services. The marketing tools are typically grouped into four variables: product, price, place and promotion (the four P's).

- Product: Refers to the product and/or service in totality, including the warranty.
- Price: Refers to the amount payable by the customer to obtain the product, including payment negotiations, discount and credit terms.
- Place: Refers not only to the location of the business, but also its actions in making the product and/or services available to the customer, considering stock accessibility.
- Promotion: Refers to the process of communicating the product qualities to the customer and persuading the targeted customer to purchase the product.

The marketing mix defines and establishes the business's positioning within the target market. However, the marketing mix represents the seller's perspective in terms of influencing the customer. From the customer's perspective, each marketing variable must deliver a customer benefit. Therefore, the business that will prevail is the business that will satisfy the customer's needs inexpensively and appropriately through effective communication (Kotler, Armstrong, Saunders & Wong 1999).

2.4 TECHNOLOGY ADOPTION IMPACTS MARKETING

In 1989, the personal computer (PC) entered the mainstream, with the birth of the Internet occurring shortly thereafter in the early 1990s. Interconnected computers and networks eventually accelerated human networking, enabling human to human interaction, which supports the sharing of information. As a direct result, the 'connected' customers became well informed; consequently the marketing of products and/or services needed to adapt to the way in which businesses provided customer value and satisfaction (Kotler, Kartajaya & Setiawan 2010:27).

After SMEs, Information Technology (IT) is considered to be the main driver of the economy, as the utilisation of IT within SMEs is able to facilitate the expansion of new marketing and overcome limitations (Thurasamy, Mohamad, Omar & Marimuthu 2009:943). With the surfacing of Electronic Commerce (EC), SMEs are able to advance even further in business performance and development. EC offers vast opportunities and benefits, especially in the improvement of buying, selling, product exchange and providing of information on computer networks, which includes the utilisation of the Internet in this regard (Alzougool & Kurnia 2008:42). Wu, Zhang, Xing, Dai and Du (2007:2) as well as Oliveira and Martins (2010:1337), concur, and emphasise that EC can enable SMEs to respond more quickly to changes in consumer patterns, customise the product and/or service to the consumer's needs, better monitor inventory and improve quality control.

According to Harris (2009:215), rapid and unpredictable changes are occurring in technology, in markets, as well as in the competitive environment. El-Gohary (2010:215) notes that in recent years, SMEs have adapted to the new philosophy of utilising the Internet and other electronic resources in driving their marketing efforts. Electronic marketing (e-marketing) forms part of the new philosophy, whereby businesses of the modern age are able to market products and/or services as well as information on the Internet, allowing SMEs to compete with large corporations.

Over the past decade, the Internet has quickly become one of the most popular forms of communication, adapting rapidly to EC. In fact, the three traditional channels, communication, transaction, and distribution, can be substituted on the Internet for a number of products and/or services (Canavan, Henschion & O'Reilly 2007:178-179). Lawrence (2009:221-226) agrees and believes that the growth of the Internet provides a low-cost infrastructure, unlocking enormous opportunities and allowing SMEs to market to the international customer, promoting business activities in a low-risk environment, which would not have been possible utilising traditional marketing channels. Table 4 below is a snapshot, illustrating the growth rate of Internet usage for the period 2000 to 2011.

TABLE 4: Internet usage statistics (adapted from Miniwatts Marketing Group 2011)

WORLD INTERNET USAGE AND POPULATION STATISTICS – March 31, 2011				
World Regions	Population (2011 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Growth 2000 – 2011
Africa	1,037,524,058	4,514,400	118,609,620	2,527.4 %
Asia	3,879,740,877	114,304,000	922,329,554	706.90%
Europe	816,426,346	105,096,093	476,213,935	353.10%
Middle East	216,258,843	3,284,800	68,553,666	1,987.0 %
North America	347,394,870	108,096,800	272,066,000	151.70%
Latin America / Carib.	597,283,165	18,068,919	215,939,400	1,037.4 %
Oceania / Australia	35,426,995	7,620,480	21,293,830	179.40%
WORLD TOTAL	6,930,055,154	360,985,492	2,095,006,005	480.40%

Although Internet usage is rapidly increasing, the Internet still suffers from a number of problems related to the security of information and content control. Trust is also a concern and is considered one of the biggest obstacles that may impede the process of online interaction (Eisenberg, Quarto-vonTivadar, Davis & Crosby 2008:195). Notwithstanding all the challenges, the Internet still enables SMEs to create a computer-generated cyber store (website), in order to represent the business virtually and facilitate online customer interaction. Furthermore, the Internet also enables SMEs (where possible) to operate 24 hours a day, seven days a week and 52 weeks a year, globally (Lawrence 2009:227-228). Küster and Vila (2011:133) found that SMEs often make use of websites to advertise and promote company products and/or services on the Internet. However, owing to practical reasons such as lack of resources, cost and company culture restrictions, SMEs rarely utilise their websites for transactional purposes.

Sterne (2001:1) describes marketing by means of a website on the Internet in relation to traditional marketing, with special emphasis on broadcasting, narrowcasting and cybercasting. Water is used as an analogy for the marketing medium:

- *Broadcasting* could be perceived as the spraying of water on a group of people (general public), hoping a few individuals would enjoy getting wet. Broadcasting is typically associated with traditional marketing, for example, a billboard on a highway.
- *Narrowcasting* could be perceived as only spraying water on those individuals who show interest in getting wet. Narrowcasting is based on the fact that not all customers can be satisfied in the same way, for example, Google's revenue model (Pay Per Click advertising), which is based on targeting keyword/key phrase specific queries.

- *Cybercasting* could be perceived as the creation of a pool of water in cyberspace, informing individuals about the existence of such a pool and inviting them for a swim. The individuals could thus visit the pool at any time, day or night, stay as long as they like and dive as deeply as they wish, depending on their interests.

Cybercasting (as specified above) is the representation of a website. The process of making individuals aware of the existence of a website forms part of the very definition of Internet marketing (Miller 2011:9-18). Search engines are considered a facilitator in this regard and have become an integral part of society with more than 400 millions searches conducted each day (Enge, Spencer, Fishkin, & Stricchiola 2010:1).

Miller (2011:15-16) believes that Internet marketing is very similar to traditional marketing in terms of skills required, with the only difference being the tools utilised. He emphasises that the most important skill is to *think like the customer*. The philosophy is based on understanding what the potential customer wants and how the customer will respond given the circumstances. Thinking like the customer will define the marketing approach and permeates everything done on the Internet in this regard, in terms of satisfying the customer's needs of the predetermined target market. The *think like the customer* philosophy has a direct impact on the way in which marketers determine how customers express their needs. As technology evolves, businesses are forced to evolve too, inevitably creating the customer of the future. The customer of the future, according to Cummins and Mullin (2010:16-17), is in search of originality in his buying experience, is involved in the product brand of interest, likes to do things his way, values anything that saves time, likes to exercise ethical awareness, is open to new ideas and supports the sharing of information.

Constantinides (2002) believes that the traditional marketing mix is incompatible with e-commerce and argues that a shift has occurred from attempting to satisfy the general public towards satisfying individual needs. The marketing mix has slowly evolved over the years from the four P's to the six C's in terms of the actual offering and the satisfying of customer needs along with meeting customer expectations. The six C's are cost, convenience, concept, communication, customer relationship and consistency.

- **Cost:** This refers to the actual cost of the product and/or service and value perception in terms of quality of life assessment. Time and travel expenses are also considered as cost.
- **Convenience of buying:** Refers to the business location (in terms of cost), operating hours and payment options. Convenience takes precedence over cost.
- **Concept:** Refers to the actual product and the after-sale service that accompanies the product. The added value in offering greater benefits compared with those of competitors.
- **Communication:** Refers to how well the product and/or service is communicated to the customer, in terms of complexity and simplicity.

- Customer relationship: Refers to customer relationship management in terms of treating the customer with respect at all times, answering product and/or service-related customer questions and solving customer problems. Customers expect to be recognised and remembered, building a trusting relationship between the business and the customer.
- Consistency: Customers expect the previous five C's to be implemented consistently, with the objective of ensuring continuous quality and reliability for every part of the business.

The six C's (the offer) comprise the actual language of the customer, which the business must understand and consider when evaluating what to promote and sell to the customer. In order for a business to be successful, *the offer* must be described from the customer's perception during marketing (Cummins & Mullin 2010:16-17).

2.5 GUERRILLA MARKETING

Guerrilla warfare is defined by Marques (2003:3) as follows: "...military and paramilitary operations conducted by irregular, predominately indigenous forces against superior forces in enemy-held or hostile territory". Guerrilla warfare is best described as unexpected and unconventional tactical warfare, by means of ambush and/or sabotage. Guerrilla forces are hidden while larger enemy forces are exposed, allowing the mobile guerrilla forces to attack vulnerable targets with the element of surprise, withdrawing almost instantaneously. Guerrilla forces will only engage if victory is inevitable. Enemy weapons are captured where possible; those weapons are then used against the enemy. As a direct result, the larger enemy forces grow weaker as they technically supply the guerrilla forces with weapons and equipment.

According to Işoraité (2010:383), every five years the American Marketing Association redefines marketing to consider new marketing fields, attempting to draw parallels between marketing and warfare. The principles of military strategies are then applied to business situations. Işoraité (2010:383) defines the following five warfare/marketing strategies:

- "Offensive marketing warfare strategies – attack the target competitor with an objective such as liberating some of its market share."
- "Defensive marketing warfare strategies – strategies intended to maintain your market share, profitability, sales revenue, or some other objective."
- "Flanking marketing warfare strategies – operate in areas of little importance to the competitor."
- "Deterrence strategies – deterrence is a battle won in the minds of the enemy."
- "Guerrilla marketing warfare strategies – attack, retreat, hide, and then do it again, and again, until the competitor moves on to other markets."

Guerrilla warfare tactics are not so dissimilar to guerrilla marketing tactics in terms of being unconventional and using non-traditional tactics in order to use weaknesses as strengths. In both guerrilla warfare and guerrilla marketing, a lack of resources is considered the primary obstacle in obtaining objectives. As a direct result, available resources must be evaluated, whereby creative innovation must be applied to the available resources, which will determine how to approach the potential customer. The primary objective of guerrilla marketing is about reaching the target market in a way that is exhilarating, unanticipated and unforgettable (Margolis & Garrigan 2008:16-26).

Išoraitė (2010:385) illustrates a comparison between traditional marketing and guerrilla marketing in Table 5.

TABLE 5: Differences between traditional marketing and guerrilla marketing (adapted from Išoraitė 2010:385)

Traditional Marketing	Guerrilla Marketing
Marketing process requires money investment	Time, effort and innovation is invested, not money
Ideally for large corporations with large marketing budgets	Small businesses with insignificant marketing budget
Sales are defined as the success factor	Profit is defined as the success factor
Driven by judgement and experience	Driven by psychology and human behaviour
Building the business and diversifying	Building excellence opposed to diversification
Growing the business linear by obtaining new customers	Growing the business geometrically by increasing sales with existing customers
Looking for opportunities to eliminate competitors	Looking for opportunities to cooperate with other business - relationships that are mutually beneficial
Suggests that multi-channel communication advertising works independently	Suggests that multi-channel communication advertising works best when combined
Concentrates on successful sales	Concentrates on the number of new relationships
Technology is perceived as being unreliable owing to potential limitation	Technology is embraced for its limitless potential
Business is promoted in only a few ways and often at a cost	Business is promoted in numerous ways and often at no cost
Focused around talking	Focused around giving
Targeting the general public	Targeting the individual
Often unintentional, typically focusing on mass media	Always intentional, focusing on details

Considering the size of and general resources available to SMEs, guerrilla marketing may actually be the ideal marketing approach, especially when utilising the Internet, in particular for a business website. SME websites are able to compete internationally, yet pay attention

to the product/service details, thus guaranteeing superior quality to an international market. Therefore SMEs that make use of websites may in many instances be able to utilise their weaknesses as strengths.

2.6 NEURO MARKETING

Neuro marketing is based on the very philosophy of *think like the customer* in terms of understanding what could drive consumer behaviour. Neuro marketing is where consumer neuroscience meets marketing, whereby the study of technologically advanced brain images could possibly address marketing concerns. According to Touhami, Benlafkih, Jiddane, Cherrah, Malki and Benomar (2011:1528), consumer neuroscience studies in the past have discovered that certain marketing actions actually have a positive impact on consumer satisfaction. This can be achieved from two different perspectives:

- The consumer neuroscience reward system
- The subconscious placebo effect

2.6.1 Consumer neuroscience reward system

The human reward system is situated in the centre of the mid-brain and forms part of the brain that processes emotions and reinforces behaviour (such as the accomplishment of tasks) to increase intensity. The accomplishment of tasks could be simple in nature such as reproduction or more complex tasks like the selection of a brand. When the reward system induces pleasure, it contributes to a positive emotional state which could create addiction. This indicates that targeted customers could theoretically become addicted to a particular brand similar to the way in which a person could become addicted to a narcotic (Touhami *et al.* 2011:1529). The authors found that subjects obtained greater satisfaction when looking at images that made them perceive themselves as dominating or in a high social ranking. Money is also considered something that may stimulate the reward system, even though it may be considered as a secondary task accomplishment. Incentive and commission reward programmes form part of the basis to activate the reward system, thereby enforcing behaviour.

Peterson (2005:395) discovered that the brain is activated differently depending on rewards versus losses during expectancy and delivery. The author concluded that if the expectation was delivered, the consumer's brain activity would be stimulated positively, which could eventually bring about addiction. However if the expectation was not delivered, then the consumer's brain activity would be stimulated negatively inducing avoidance almost instantaneously.

2.6.2 Subconscious placebo effect

Shapiro, as cited by Touhami *et al.* (2011:1529), defines the placebo effect as "...any therapeutic procedure which is given deliberately or unknowingly to have an effect and has an effect on a symptom, syndrome, disease, or patient but which is objectively without specific activity for the condition being treated". Shiv, Carmon and Ariely (2005:383) were the first to experiment with the placebo effect concerning the relationship between the price and quality of a product pertaining to unconscious expectation. The experiment consisted of 38 participants that exercise regularly. They were separated into two groups. Both groups were to consume the exact same energy drinks before and during the workout session. All participants were informed of the ingredients and that the energy drinks were obtained from a recently manufactured batch. The one group was notified that the energy drink was purchased at \$2.89, which was the regular selling price. The second group was advised of the regular price, but that the energy drinks were purchased at a reduced price (\$0.89) owing to bulk purchase. After the workout sessions, all participants were required to rate the workout intensity and how fatigued they felt. The results indicated that the reduced selling price participants experienced a low intensity workout and that they were more fatigued than the regular selling price participants. After the experiment, all the participants were asked directly whether the selling price had had an effect on their workout. Not a single participant indicated that the selling price could have or potentially had any effect on their workout session or how they felt after the workout. The authors concluded, as a result of the experiment, that marketing efforts can affect the actual efficiency of the product.

Plassmann, O'Doherty, Shiv and Rangel (2008:1050) support the view of Shiv *et al.* (2005:383) and add that numerous studies have provided behavioural evidence, indicating that the ingredients and brand can also affect consumer expectations in terms of taste preference. The research of Shiv *et al.* (2005) indicated that the placebo effect is not necessarily a conscious mechanism, but it can also be a subconscious extrinsic component such as the price (Touhami *et al.* 2011:1529). These authors' research thus also provides evidence that marketing efforts can lead to a placebo effect. Consequently, it could be concluded that consumers believe what they are told and respond accordingly, irrespective of their own rationale. Weinschenk (2009:1) concurs and argues that many decisions made by people every day actually occur subconsciously, even though they believe they make conscious decisions by careful thinking. The author notes that people are often not conscious of the decisions, reactions and behaviours that are governed by their mental processes.

Martin (2008:1) agrees with Weinschenk (2009), but takes the notion slightly further and states that 95 percent of all human behaviour is based on habit (the unconscious mind), which forms part of the mind that is directed by the past but lives in the present. Martin (2008) also argues that marketing theory of the last 50 years is based on two assumptions, firstly, that consumers are aware of what they are doing, and secondly, why they are doing it.

Owing to the contradictions between the marketing assumptions and the habit theory, Martin argues that traditional marketing is unworkable. Ergo, success is not defined by the best product or cheapest price, but by making the product/service an unconscious habit. It is estimated that 80 percent of all new products fail or drastically underperform. In order for new products/services to be successful, they must first make an association with an existing notion stored in the unconscious mind. Once a new customer is gained, a habit must be formed (in the unconscious mind) to retain the customer.

According to Kotler *et al.* (1999:7) and Kotler *et al.* (2010:4), marketing is based on the notion of customer value and satisfaction. Martin (2008:8-9) disagrees with this notion and argues that approximately only 8 percent of satisfied customers repurchase, indicating that customer satisfaction will not assist a business in predicting what a customer will do in the future. Microsoft software (Windows and Office), for example, is in all probability one of those products that have the most unsatisfied customers in the world. However, Bill Gates is still considered one of the richest men worldwide. The reason is that Microsoft products have become a habit as they are considered a necessity in order to participate in the modern world, not only in the business environment, but also in private homes.

Products/services are designed for customers to satisfy a particular need and/or even solve a particular problem. In this context, customer retention requires that their behaviour must be altered in order for it to become a habit. However, for this to occur, the customer must trust the business unequivocally. In the event that trust becomes questionable, the customer's behaviour will adapt to conscious awareness, whereby the conscious decision will take precedence over unconscious behaviour (Martin 2008). Changing routine behaviour (habit) that occurs unobserved (unconsciously) may require self-analysis in identifying and removing aspects that activate the routine behaviour. Needless to say, this may be more of a challenge than expected.

Weinschenk (2010:26), however, believes that a habit can be changed with minimal effort. The example used to illustrate how to make this happen is referred to as the Piano stairs (Rolighetsteorin 2009). Table 6 provides two snapshots, comparing the before and after routine behaviour change.

TABLE 6: Two snapshots, comparing the before and after routine behaviour change. Full video is available at <http://www.youtube.com/watch?v=2lXh2n0aPyw> (Rolighetsteorin 2009)



The objective was to encourage more people to use the stairs as opposed to the escalator. Overnight, the stairs were altered to make them not only appear to be piano keys, but also make each step sound like the appropriate piano key when stepped on. As a direct result 66 percent more people favoured the stairs over the escalator. Weinschenk (2010:26) accentuates that this was made possible owing to three reasons:

- **Make it Fun:** In order to substitute one habit for another, the new habit must be a great deal of fun.
- **Make it a Surprise:** As long as the surprise is pleasant, the brain anticipates reward when things occur unpredictably.
- **Use a Crowd:** People tend to look at others and mimic behaviour, especially when the appropriate actions are uncertain considering the environment.

The one question which remains is how long the stairs will have to appear and sound like a piano to reinforce human behaviour so that it may become an unconscious decision (habit) to use the stairs as opposed to the escalator.

2.7 WEBSITE MARKETING

Websites are created for a number of reasons, one of which is the representation of the business on the Internet (online). Although a website is not always considered the only way to represent an online business presence, a website is the most important entity that a business can create online. The reason is that the website is the virtual representation of the organisation, brand and products/services. Owing to the online representation, how the current and potential customer perceives the business online, will define how customers will interact with the business. This indicates that anything and everything implemented on the website is of paramount importance. Miller (2011:17-27) lists a number of web marketing methods that should be considered if a website is to be marketed effectively online.

- **SEO:** The concept is based on applying a search engine best practice methodology to any given website (that may require website alterations architecturally and/or

otherwise), which will result in improved organic search engine rankings for topic-related search queries.

- **PPC Advertising:** Pay Per Click advertising is paid advertising on search engines and other display websites. It forms part of the search engine revenue model and functions on a keyword bidding system that depends on visitors that click on the advertisement.
- **Online Advertising:** This is commonly known as banner advertising, whereby graphical advertisements are placed on advertising publishing websites that have significant traffic volumes. The advertisements are paid for on a cost per impression (CPM) basis and refer to the number of visitors that have viewed the advertisement.
- **Email Marketing:** Is referred to as "push" marketing as the marketing message is pushed to the receiver's inbox. This also makes it a lot harder for the receiver to ignore the marketing message opposed to an advertisement on a website. Email marketing is popular because of the following reasons: low cost, speed, simplicity, being proactive and targeting recipients.
- **Blog Marketing:** Blogs are used to make a more direct connection with the customers. They are typically informative and may take customers within the organisation (virtually), personalising certain entities within the company. Blogs are often also used as a promotional channel for the business.
- **Social Media Marketing:** Although blogs form part of social media marketing, social media is more focused on creating communities of various types that share information and current activities. In addition, consumers prefer to connect with consumers as they no longer blindly trust what businesses say. Informal consumer discussions (horizontal trust) are beginning to take precedence over business promises (vertical trust) (Kotler *et al.* 2010:7).
- **Online Public Relations:** Also referred to Press Releases. This is the publishing of press releases on other reliable, high-traffic volume and related industry websites that could drive traffic back to the business website.
- **Multimedia Marketing:** Multimedia Marketing includes both podcasting (audio) and digital video. The podcasts and videos could be hosted on other industry or topic-related websites as well as on the business website. Search engines often include different media formats in the search engine result pages (SERPs), which viewers often engage with owing to ease of use.
- **Mobile Marketing:** In recent years, more and more mobile users are starting to make use of mobile phones to access the Internet. This not only means that businesses need to re-evaluate websites and how they function on the mobile phone along with consumer expectations, but also other mobile advertising options such as SMS, banner and PPC advertising. More recently, the click to call function reduces the business response time delay, whereby the mobile user can simply click on the number on the advertisement to call the business without even visiting the website.

Although the listed web marketing methods address the possible approach a potential customer could follow in order to arrive at the business website, none of the methods describes or provides any guidance as to what needs to be done in order to satisfy the customer's needs once arrived on the website.

WU is task orientated and deals with the way in which visitors interact with the website in order to get the desired outcome. Search engines, conversely, are governed by an artificial intelligence (AI) algorithm, which attempts to satisfy the visitor's needs by endeavouring to interpret human behaviour. The automated process concerning the AI interpretation of a particular website has nothing to do with the way in which tasks are performed on that same website. Nevertheless, the search engine AI must make an interpretation of any particular website for evaluation purposes based on information provided on that particular website as well as editorial judgement links from other websites. The more descriptive and comprehensive the information is, the better the AI interpretation. Visitors, alternatively, that arrive on any particular website may not always be interested in detailed descriptive and comprehensive information. Completing the task is the primary objective without their being obstructed during the online interaction process.

2.7.1 Search Engine Optimisation

Search engines are considered as facilitators in finding the most relevant information available on the Internet in the shortest time possible (Hariri 2011:598; Lewandowski 2011:354). Enge *et al.* (2010:1) estimate that more than 4,500 searches are conducted on search engines every second of every day. Searches range from obtaining information and doing product research to shopping, banking and even social interaction. Spink, Park, Jansen and Pedersen (2006:273) argue that search engines essentially support information seeking to the extent of fulfilling a single information task. Information seeking can thus be perceived as a sub-set of human information behaviours which links the information searched for to the searcher's goal (Spink & Cole 2006:14). Through the marketing channel search, businesses should not only prioritise creating a website, but also prioritise optimising their website to rank well on the SERPs. Improved ranking will drive potential customers that may be searching for products and/or services to the business website, as it has been estimated that in most instances, more than 50 percent of website traffic originates on search engines (Evans 2007:21). Since search engines interpret and evaluate any given web page from a targeted keywords and/or key phrase perspective, this implies that web pages must be optimised, in terms of content, from a searcher's perspective and not from the business's perspective (Lin & Liao 2010:264). Web pages rank, not websites, indicating that whatever information is provided on a particular web page may in all probability be considered in isolation. That being said, internal website linking and editorial judgement links from other web pages along with domain information may provide enough emphasis to improve the ranking for any given web page.

SEO starts with defining the target market. The targeted audience will define the appropriate domain extension and thus also the targeted search engine dataset (if applicable). Concurrently, keywords which the business wishes the website to rank for (on major search engines), must be identified within the business, product, services and industry related information. The keywords identified should then be expanded, considering latent semantic analysis, increasing the number of keywords by means of keyword research tools. The keywords should then be divided into two sections: head and tail. Head keywords (consisting of one or two keywords) are those keywords that represent the overall theme of the website as they are more generic and much more competitive. It is possible, but highly improbable, to rank for extremely competitive industry head keywords. The primary keyword strategy would be to target the long tail keywords. Long tail keywords typically consist of three or more keywords that should be evaluated in terms of identifying only those keywords with substantial search volumes and minimal competitiveness. No more than two long tail keywords should be used per web page, in order to avoid dilution of keyword emphasis. The web page must be optimised in order to emphasise the two targeted long tail keywords in every aspect of the web page, including the directory name, file name, title tag, description tag, keyword tag, headers tag, emphasis tag, content in terms of keyword density, links, anchor text, alt tag, image and video file names. Ergo, keywords form part of the very foundation of SEO, as search engine crawlers attempt to interpret keywords in context by considering the surrounding text in order to align search queries with relevant search results (Jones 2010:14-34). Weideman (2009:69-70) agrees with the notion that keyword density is fundamentally important to any SEO campaign. Visser (2006:118) concurs and argues that keyword density is relative to competitor rankings for targeted keywords. Zuze (2011:111) however, accentuates that keywords should be utilised considering the contextual relevancy to the reader. In essence, web page keyword proximity, density and placement can be determined by current high ranking web pages for the same targeted keywords or key phrase as well as contextual relevancy of the keywords.

Garcia (2005) and Fishkin (2011), CEO of SEOmoz, alternatively concluded that keyword density should not be considered as an information retrieval concept at all, especially with modern day commercial search engines. However, Fishkin (2011) also stipulates that a targeted keyword should be repeated three times, at the most, in the body copy (depending on the amount of content) of the web page (as well as in other locations on the same web page) in order to emphasise certain keywords for ranking purposes. Although it would appear that Fishkin (2011) is contradicting himself, it is assumed that he attempted to indicate that keyword densities should be implemented in relation to the amount of content on any particular web page, irrespective of keyword densities in competitor rankings. The keyword density myth, to which Fishkin (2011) and Garcia (2005) are referring, is based on the fact that search engine rankings will in all probability not necessarily improve, if the keyword density on any given web page is increased in isolation. Previously, Fishkin (2009), published a web page, arguing minimal keyword usage, in relation to the other identified components of the Google organic ranking algorithm, as illustrated in Figure 1.

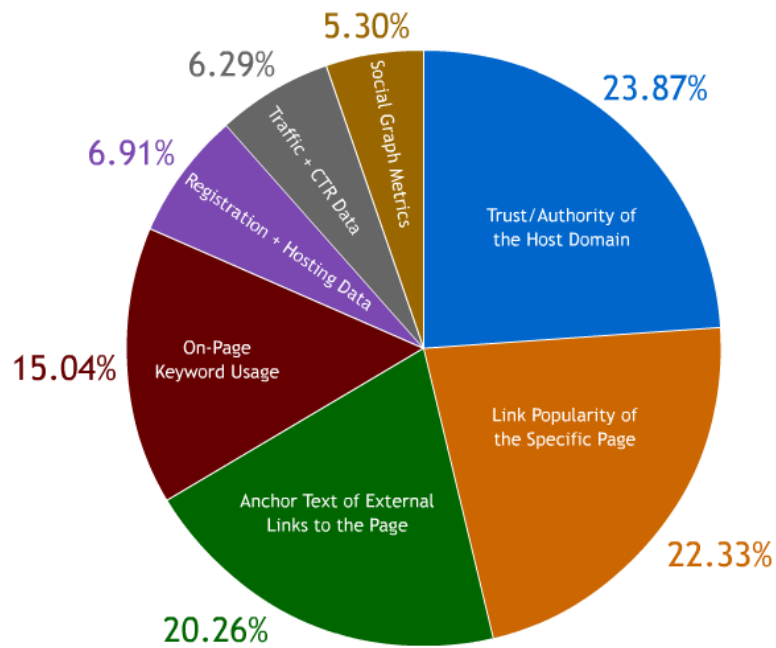


FIGURE 1: Components of the Google organic ranking algorithm (Fishkin 2009)

However, by September 2010, Fishkin (2010) acknowledged that he was mistaken in underestimating the use of keywords in terms of on-page optimisation on any given web page. Figure 2 identifies that the on-page SEO factors may need to be revisited, as keywords are envisaged to carry a lot more weight than initially interpreted.

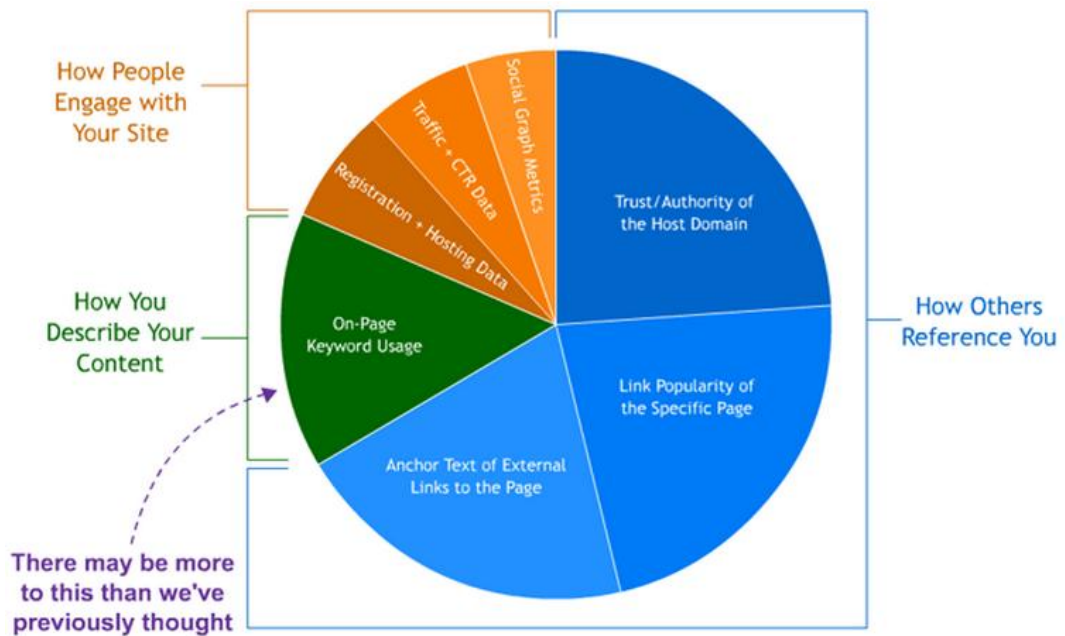


FIGURE 2: The on-page keyword search engine components of the Google organic ranking algorithm underestimated (Fishkin 2010)

Once the keywords have been identified, planning and structuring of the website architecture commences. The website architecture consists of three component categories: technical,

hierarchy and functionality. The technical includes everything from establishing the domain name, website hosting, sitemap (HTML and XML), robots.txt, nofollow attributes, uniform resource locator (URL), redirecting non-www to www, .htaccess file security, 301 URL redirects, URL rewriting and HTML code optimisation (Jones 2010:60-89).

The hierarchy is divided into two sections, business representation and theming methodology. In order for search engines to make the appropriate interpretation, business representation must be tied in with targeted keywords from a searcher's perspective. Structuring a website, in terms of a linking hierarchy, could possibly assist in emphasising certain web pages within a website to the search engines based on applying conceptually editorial judgement from a link-based analysis perspective. The internal links will be able to emphasise one particular web page referred to as the landing page for a specific theme considering keyword semantics (Qi & Davison 2009:12:5). The website should ideally be separated according to conceptual themes. Appropriately selected targeted keywords within a given theme can therefore be utilised for creating additional web pages, which should be directly related and linked to the appropriate theme landing page for emphasis purposes (Clay 2009).

Theming and latent semantic indexing coincide with other SEO elements. Google published two documents identifying a number of elements considering the direct application of keywords or key phrases towards each element (Google 2008; Google 2010), for example, directories and web page names. Google actually suggests that appropriate keywords should be utilised within all aspects of the web page as the keywords would provide searchers and search engines with more information about the particular web page and theme. Taking this a step further, Google also suggests creating a good URL structure (based on the website hierarchy) consisting of descriptive keyword categories (themes), which ties in perfectly with the theming methodology.

In addition to the hierarchy, the website should be considered a resource by both the search engine and the visitor. Content for a website should thus be separated into two components, short-term content and long-term content. It is the opinion of Jerkovic (2010:287-303) that SEO website short-term content should be tied in with current events. The reasoning behind this is to keep the website content as fresh and as current as possible, but simultaneously tying the website content to popular search activities, which may result in increased website traffic. Long-term content is reliable and factual content that visitors would consider a resource. Long-term content would also have a much longer lifespan opposed to short-term content. The industry will define the balance in terms of creating short-term and long-term website content. Whatever the content type, the content must be unique to each web page and thus the URL (Enge *et al.* 2010:226-230). The functionality of the website architecture is, however, defined from a WU perspective, which includes everything from removing obstacles that may impede the online experience to providing information on the website that should answer the visitor's questions.

2.7.2 Website Usability / User Experience

According to Cabezudo, Arranz and Cillán (2007:36), the website user experience is defined from both the website design and the user response. The same authors place special emphasis on the content format, content quantity and content type. Morville and Rosenfeld (2006:30) concurs and believes that the user experience is influenced by the way in which information is structured and represented. Furthermore, Morville and Rosenfeld (2006:24-28) accentuates that users, content and context is considered interdependent and cannot function in isolation. This indicates that prior to website design, research should be conducted on competitor websites, ways in which the website could be made more appealing to visitors and most importantly what the website will deliver and the content utilised on the website that will convey the appropriate message to the visitor. Kohler, Fueller, Matzler and Stieger (2010:782) consider the website user experience to be separated into three categories: Promote intuitive usage, simplify the experience and provide a clear navigational structure.

- Promote intuitive usage: The website should be considered usable from the visitor's perspective without constantly consciously thinking about what to do.
- Simplify the experience: Avoid website usability conceptual orientation problems by making it as easy as possible for the visitor to interact with objects on the website.
- Provide clear navigation structure: Navigational paths should be made rigid and very prominent, clearly indicating how to navigate from one area to another.

WU encompasses the way in which the body of knowledge is represented, taking into consideration the visitor's ability to interact in an online environment. WU therefore removes any obstacle that may impede the online interaction process, thus dealing with mechanical (functionality) usability problems, not really persuasive usability problems (Eisenberg *et al.* 2008:159). Thurow and Musica (2009:6) concur and emphasise that WU is about performing a particular task as a dimension of accomplishment, not personal opinion. WU success is measured by effectiveness (were the website visitors able to achieve the desired outcome?), efficiency (were the website visitors able to achieve the desired outcome within a reasonable time?), learnability (how easily were the new website visitors able to learn how to use the website?), memorability (how easily were returning visitors able remember how to use the website?), error prevention and recovery (were the website visitors able to recover from any errors?) and satisfaction (were the website visitors able to achieve their goal?) (Joo & Lee 2011:524). Kritzinger and Weideman (2008), however, argue that in the event that a website visitor's needs are not satisfied, that the visitor will simply leave, never to return. The same argument applies to error recovery, as the visitor has no obligation to stay, especially when an alternative is available at the click of a button.

Krug (2000:11-22) stipulates that WU is as simple as "Don't make me think!". When landing on any particular web page, the website functionality must be self-explanatory and obvious. The visitors must also instantaneously know where they are in the website and where they need to go in order to obtain the desired outcome. The author finds that visitors seldom read website content sequentially (left to right and top to bottom) on any given web page. Visitors typically scan the content and then select what to read. Therefore, web pages should be designed for scanning and not reading, from a WU perspective.

Although design at the core represents visual aspects that require creative problem solving from an aesthetic perspective, design communicates functionality. Design colour usage and typography (to a lesser extent) is subjective and ties in with emotional responses, which will be, for the most part, unique to each individual. Lawrence and Tavakol (2007:40) believe that usability needs and design solutions will vary depending on the nature and purpose of the website as well as the targeted audience, which will in all probability influence usability features. WU is thus separated into two segments, straight usability and curved usability. Straight usability is usually applied to a business website, displaying a clear array of images with supporting content and a prominent navigation, driving the visitor towards conversion (the desired conversion action a visitor takes that has measurable value to the business). Curved usability is typically applied to a non-business website, whereby the challenge is to map obvious requirements to tangible implementation. The navigation may be abstract in nature and although the functionality of conversion does not appear prominent, it still remains a priority along with the designer's website artwork.

Galitz (2007:28-129) perceives a web page to be the presentation of information in context and not only data. Thus, the website navigation must allow the visitor easy access to all information available on the website. The navigation is required to be simple in nature, logically structured and truthful, giving visitors a clear indication as to where they are headed. The author also enumerates how designs could discourage, disorientate and distract visitors from viewing web pages any further as follows:

- Multiple visual interruptions
- Web page clutter
- Poor information quality
- Poor use of typography
- Incomprehensible web page components
- Complex and confusing navigation structure
- Ineffective web page scrolling
- Excessive information
- Useless information
- Designs that emulate printed documents

Interaction design defines the journey visitors will embark on towards satisfying their needs. The journey should be as short as possible, reducing the number of clicks through the conversion funnel. Ideally, every web page should have at least one call to action to initiate the conversion process (Eisenberg *et al.* 2008:210).

According to Eisenberg *et al.* (2008:135), visitors arrive at a website with questions in hand. They believe that there are four temperaments (types of visitors), each with their own preferences in how they intend to interact with the navigation and also the website content. They are:

- Competitive
- Spontaneous
- Humanistic
- Methodical

They also found that the four temperaments which define how visitors evaluate products and/or services are based on attitude, time, questions, approach and personality. Whatever the objective of the website, getting visitors to interact with the website form consists of three segments: relationship, conversation and appearance. Relationship is based on being persuasive (which also addresses website content to a certain extent), whereby trust must be established, social cost must be reduced and reward must be increased. Conversation is the process of making questions easy to answer by helping the visitor to understand the question, find the answer, evaluate the answer in conjunction with the questions and place the answers in the form. Appearance defines what the form looks like and integrates all three segments into one entity (Jarrett & Gaffney 2009).

Ash (2008:14-19) is of the opinion that conversion can be separated into two segments that may influence conversions processing: external conversion factors and onsite conversion factors. External conversion factors deal with brand strength, degree of commoditisation, seasonality, physicality and uniformity as well as intention and commitment. The onsite conversion factors deal with emotional motivation, safety and security, providing too many options, anxiety, confusion versus clarity, and the sense of being understood.

Internet research companies such as Marketing Experiments (2009) have gone to the other extreme and created formulas that may improve conversion rates by evaluating the association between friction and incentive. Friction is considered a psychological element that can never be entirely eliminated. The theory is to decrease friction by offering incentives to encourage the desired action. During landing page design, the conversion strategy necessitates the identification of value proposition, friction and customer anxiety. It is the opinion of Marketing Experiments (2009) that the visitor's thought processes that lead to a conversion can be explained by means of a formula $C = 4m + 3v + 2(i-f) - 2a$. The elements of the formula are defined by Marketing Experiments (2009) as follows:

- “C” = Probability of conversion
- “m” = Motivation of user (when)
- “v” = Clarity of the value proposition (why)
- “i” = Incentive to take action
- “f” = Friction elements of process
- “a” = Anxiety about entering information

In the end, WU pertains to the quality of attributes that relate to how easy something is to use from a website functionality perspective. Ultimately, the objective of a business website is to get targeted visitors to perform a specific action that has measurable value to the business.

2.8 THE AUTHOR'S OPINION

The author is of the opinion that the background to this research project necessitates the understanding of supply and demand. Owing to the capitalist economic system, marketing becomes one of the determining factors that define business success, or does it? According to Table 4, over two billion people made use of the Internet, worldwide in 2011. Companies that represent their businesses on the Internet by means of a website are definitely taking advantage of a marketing channel that is changing the way in which business is conducted globally. The Internet is the communication, commerce and marketing medium of the future and is adapting rapidly to better support mobile accessibility.

Unfortunately, people do not know what they do not know. Search engines were designed for this very purpose, to aid the searcher in not only finding the information he is seeking, but doing so in the shortest amount of time possible. The question arises: How are search engines evaluating the quality of information related to the search query, based on a query uniquely defined by a searcher who is the only entity that fully comprehends the nature of the query? According to Belkin, Oddy and Brooks (1982:62), the ASK model consists of three basic phases:

- The search experiences a knowledge base anomaly.
- The searcher queries the search engine which in turn, returns information.
- The searcher interprets the information obtained in order to resolve the anomaly.

The search result therefore completely satisfies, partially satisfies or does not satisfy the searcher's need. The author thus believes that the quality of search results cannot be measured, owing to the relevancy of the search result being relative towards the searcher's interpretation. This raises a number of questions, including the way in which websites are presented in association with the searcher's perception (concerning satisfying the searcher's need) and the search engine's artificial intelligence interpretation thereof. Optimisation can

thus be considered from two perspectives, SEO and WU, which leads to conversion optimisation. Both concepts have their own best practice guidelines, each from their own perspective addressing their own target audience requirements. The question is thus whether both concepts can be optimised simultaneously without resulting in degradation of service of either of the concepts?

Based on SEO and WU contradictions, the nature of online marketing is questioned. Besides attending to customer satisfaction and building customer relationships, marketing leans towards influencing the customer and communicating product and/or service qualities. Martin (2008), however, argues that for the past 50 years marketing theories have been based on assumptions. Taking this a step further, Martin (2008) also believes that 95 percent of all human behaviour is based on decisions made by the unconscious mind, which means nobody can predict what a customer will do in the future, in spite of optimisation efforts to improve conversions. Ergo, WU emphasises the removal of any obstacle that may impede the online interaction process, irrespective of how insignificant it may appear.

The author has thus identified the WU attributes (guidelines) that may contradict SEO elements (no matter how insignificant they may appear), as any WU obstacle is considered a mechanical usability problem. Solutions suggested will address the removal of such WU obstacles without compromising SEO elements, thus successfully fusing WU variables and on-page SEO elements.

2.9 CONCLUSION

The literature review provided a significant amount of information on marketing and its evolution, considering the advances made in information and communication technology. However, the Internet, search engines, and websites can form an additional dimension from a marketing perspective between the buyer and seller, which marketers do not really consider as an impediment. Website marketers often make use of analytics, tracking software, to interpret and predict website visitor behaviour patterns, making appropriate changes to the website in order to improve conversion rates, thus addressing WU. Martin (2008:8-9), however, emphasises that approximately only 8 percent of satisfied customers repurchase, indicating that customer satisfaction trends cannot assist a business to predict what a customer will do in the future. Simultaneously, Touhami *et al.* (2011:1528), argue that targeted customers could theoretically become addicted to a particular brand by means of the human reward system. Shiv *et al.* (2005:383) also believe that marketing efforts can evoke the actual efficiency of the product through the placebo effect. The different viewpoints indicate that although marketing can have an effect on the consumer, consumer responses are primarily determined by the consumer's needs.

In summary, SEO is discussed from a project perspective, considering the holistic steps when optimising a website for an artificial intelligence (search engine). WU is discussed from a conceptual perspective, considering the human facet followed by discussions on design

and conversion optimisation. Lastly, the author makes an interpretation, attempting to emphasise from a theoretical perspective that SEO and WU are different at the core, as both concepts have their own best practice guidelines, each from their own point of view addressing their own target audience requirements.

Following the literature review (the theoretical stance), three journal articles are written, where SEO and WU contradictions are experimented with. The first journal article (chapter 3) is intended to experiment with SEO and WU contradictions from a WU perspective considering conversion. The second journal article (chapter 4) also experiments with SEO and WU contradictions, but from an SEO perspective, considering both website conversions and search engine rankings. The third and final journal article considers the results of journal Article 1 and journal Article 2, whereby a model is constructed to successfully fuse SEO and WU, *in an attempt to provide guidance to industry.*

CHAPTER 3

JOURNAL ARTICLE 1

3.1 JOURNAL ARTICLE 1

Prior to the commencement of journal Article 1, authorisation was obtained from the gatekeeper (Appendix A), permitting the author to manipulate the *Copywriters* Website, which includes the creation of an additional Website that represents the *Copywriters* Website from a WU perspective. The journal article will make references to two Websites:

1. Control Website (CW): <http://www.copywriters.co.za>
The CW is an existing Website with no special emphasis applied to SEO and/or WU.
2. Experimental Website (EW): <http://www.copywriters.co.za/ppc/>
The EW will be developed by implementing the WU variables and ignoring all contradictory SEO elements.

In order to maintain integrity of the research project, the CW as well as the EW has been emulated on a separate domain, providing true representation of the Website at the time when the experiments were conducted.

1. (CW): <http://www.copywriters.co.za> emulation equates to:
<http://www.eugene-visser.co.za/CW/>
2. (EW): <http://www.copywriters.co.za/ppc/> emulation equates to:
<http://www.eugene-visser.co.za/EW/>

See Appendix 1E for the first page of the journal article as it is actually published.

3.2 TITLE

An empirical study on website usability elements and how they affect search engine optimisation.

3.3 ABSTRACT

The primary objective of this research project was to identify and investigate the website usability attributes which are in contradiction with search engine optimisation elements. The secondary objective was to determine if these usability attributes affect conversion. Although the literature review identifies the contradictions, experts disagree about their existence.

An experiment was conducted, whereby the conversion and/or traffic ratio results of an existing control website were compared to a usability-designed version of the control

website, namely the experimental website. All optimisation elements were ignored, thus implementing only usability.

The results clearly show that inclusion of the usability attributes positively affect conversion, indicating that usability is a prerequisite for effective website design. Search engine optimisation is also a prerequisite for the very reason that if a website does not rank on the first page of the search engine result page for a given keyword, then that website might as well not exist.

According to this empirical work, usability is in contradiction to search engine optimisation best practices. Therefore the two need to be weighed up in terms of importance towards search engines and visitors.

3.4 INTRODUCTION

Search Engine Optimisation (SEO) is the process of designing or making alterations to a website in such a way that the search engines can find and index the given website with greater ease, resulting in improved rankings (Weideman 2009:14). Website usability (WU) refers to the 'feeling' of how easy a website is to use, as experienced by a human user (Nielsen & Loranger 2006:xvi). Both of these website attributes are important for different reasons and both require a concerted effort to implement on a website. SEO is needed to please one specific audience, namely search engine crawlers, whilst WU is aimed at the human user audience. These two audiences are highly dependent on each other, but sometimes operate in a way where one disregards the other.

Johnson (2008) associates the development of civilised societies with WU and usefulness. The same author stated that neither the development of civilised societies nor WU is considered to be consistent. With the launch of the first graphical web browser (i.e. Mosaic) in 1993, enthusiasts with no experience in usability and/or design started creating a variety of websites. Almost two decades later, websites are often still not developed with WU or usefulness in mind as a primary objective (Johnson 2008; Nielsen 2007).

According to James (2002) WU is of major importance to attract and retain visitors. Nielsen (2003) agrees with this author, stating that website usability is crucial for survival. One reason for this phenomenon is stated as being that if a visitor's needs are not satisfied on a particular website the visitor will simply leave and visit a website that will do so (Kritzinger & Weideman 2008).

Because WU is of crucial importance, it was deemed necessary to define usability from various perspectives. Bruno and Al-Qaimari (2004:1–2) accumulated multiple definitions for usability compiled by different authors, indicating how those definitions evolved over time.

Shackel (1981): '[a system's] capability in human functional terms to be used easily and effectively by the specific range of users, given specified training and support, to fulfil a specific range of tasks, within a specific range of environmental scenarios'.

Neilson and Shneiderman (1993): 'ease of learning (learnability), speed of performance (efficiency), low error rate, retention over time (memorability), and user attitude (subject satisfaction)'.

Preece (1994): 'a measure of the ease with which a system can be learned or used, its safety, effectiveness and efficiency, and the attitude of its users towards it'.

Preece (1997) International Standard Organisation (ISO/DIS 9241–11.2): 'the extent to which a product can be used by specified users to achieve specific goals with effectiveness and satisfaction in a specified context of use'.

Krug (2000): 'making sure that something works well: that a person of average (or even below average) ability and experience can use the thing – whether it's a website, a fighter jet, or a revolving door – for its intended purpose without getting hopelessly frustrated'.

Although these practical examples differ in some ways, they all appear to agree that 'targeted users', 'complexity of tasks', 'type of technology' and 'the environment' affect usability and interaction in some way. However, it is not surprising to see that Krug (2000) as well as Nielsen and Loranger (2006) were the only ones that referred to a website within their definitions of usability. This is a result of the fact that these definitions were created after the 1990s, during which period the Internet was born.

Eisenberg, Quarto-vonTivadar, Davis and Crosby defined WU more recently as follows:

Usability addresses the ways a site effectively implements the body of knowledge concerning a visitor's ability to interact successfully in an online environment. The goal of usability is to remove any obstacles impeding the experience and process of online interaction. (Eisenberg, Quarto-vonTivadar, Davis and Crosby 2008:158)

This definition identifies the mechanical usability problems and not persuasive usability problems. It is evident that the definitions constructed prior to 2000 were predominantly based on software engineering (human interface design). Although the definitions after 2000 considered websites within the usability definition, there are clear differences between website usability and software usability (human interface design). In an attempt to clearly show this difference, the two concepts are defined in the following section.

3.4.1 Website usability

Consider for a moment that a user intends to purchase a product and/ or service on the Internet. The user is browsing the Internet in search of the appropriate product at the right price and eventually lands on a website where the product and price is satisfactory. If the user encounters an error during the checkout procedure (or during browsing), no obligation exists that will force the user to return to the same website to attempt the buying (browsing) process again. In fact, it makes better sense to search for a competitor website as it is simply easier to do so than to find out how to fix the error, if possible at all.

3.4.2 Software usability (human interface design)

Once a software product has been purchased for use within an office or home environment, the product must sustain its usefulness, over and above its actual purpose, by means of usability. Usability in this instance refers more to error handling and the understanding of how the software operates. If a critical error occurs during the use of a software package, a user must be able to recover from the error with minimal effort and not be hampered in the process due to loss of data. This is important because it is impractical for the user to buy another product in the hope that a similar error will not occur again.

3.5 PREVIOUS WORK

No SEO or WU contradictions other than identified by Nielsen and Loranger (2006:166) (keywords) have been identified during the review. Ironically, when considering WU experts' opinions regarding SEO best practice in terms of concept and application, the contradictions start to surface. The website usability attributes listed in this section have been identified by the current authors to be in contradiction to SEO, based on the website usability definition of Eisenberg *et al.* (2008:158).

3.5.1 Trust and credibility as a website usability attribute

Barnard and Wesson (2003:258–259) have identified the WU attribute trust as being a critical success factor. According to the same authors, Internet users have serious concerns regarding their privacy on the Internet. Ease-of-use, credibility of information on a website and security all form part of the WU trust attribute (Barnard & Wesson 2003:259). Although many different ways exist to address trust, Nielsen and Tahir (2001:10–13, 201) suggest emphasising the following information on a website as part of WU:

- privacy policy
- about us
- company overview Web page (company values, management team, etc.)
- feedback

- testimonials
- contact information.

Eisenberg *et al.* (2008:32, 192, 195, 196, 240) agrees with Nielsen and Tahir (2001) on the WU sub-attributes and add that the WU attributes of credibility and trust are interwoven. In addition, Nielsen (2005) states that an author photo (company owner) can offer a more personable impression, which in turn enhances credibility and thus also trust. In addition, the photo can also connect the virtual and physical world, making it easier for the visitor to relate to the owner.

3.5.2 Single page view, content and frames as website usability attributes

Bevan (2005) compared the draft International Organisation for Standardisation and/or Draft International Standard (ISO/DIS 9241–151:2005) design and usability guidelines (International Standard for user-centred design of web user interface) and the Health and Human Service (HHS) design and usability guidelines (US Department of Health and Human Service). The HHS guidelines suggest that the content, page lengths, number of words and sentences should be limited on a website in the interest of WU. The ISO guidelines concur with the HHS guidelines and adds that content on a webpage should fit on the expected size of a display area. In addition, the HHS guidelines suggest the use of frames in certain circumstances whereby the ISO 9241–151 guidelines indicate that frames should be used with care. The HHS guidelines also suggest placing important items to the top of all Web pages, indicating that less emphasis should be applied to content when considering the WU attributes trust and credibility.

Johnson (2007:169) states that too much text is 'bad writing' and is something that frequently occurs on websites. The author suggests as a guideline that text on each page should be halved. The remaining text should then be halved again. Nielsen and Loranger (2006:30–35) interpreted content from a slightly different perspective and estimate that visitors often view a webpage for 45–60 seconds. The same authors estimate that a visitor could read a maximum of 200 words during that time period. This indicates that the amount of text placed on a webpage is only important and considered from a visitor's perspective and not from a search engine's perspective. It is thus the message that is conveyed (webpage objective) in the 200 words of text that is read by the visitor during the time constraint of 60 seconds. In summary, the ideal length in terms of number of words should be found – enough to allow search engines a rich harvest of keywords, but not too many to frighten off human readers.

3.5.3 Keywords as a website usability attribute

Weideman (2009:55) claims that keyword usage, including density, on Web pages ranks two out of 17 factors in importance in SEO implementation. However, according to Nielsen and Loranger (2006:166), keyword density is the one SEO element that is in direct contradiction

to WU. The same authors state that SEO consultants often overload content with the same targeted keywords reducing readability. It is thus suggested to use multi-word phrase targeting. Johnson (2007:153) conversely, states that using different terms for the same concept is one of the best ways to confuse users. According to Johnson (2007), users will spend all their time attempting to figure out how the terms relate as opposed to spending time achieving the user's objective. Thus, keyword density as well as keyword inclusion are factors to be avoided from a WU perspective. In research currently underway the authors attempt to investigate the crossover point between keyword rich body text and spamdexing (Zuze and Weideman 2010).

3.5.4 Images as a website usability attribute

According to Ngindana and Weideman (2004), visitors often prefer graphic-based Web pages as opposed to text-based Web pages. The same authors have found that Flash and/or graphic images are aesthetically pleasing to visitors, especially when using graphics as part of a websites' navigation. It is thus clear that graphical aids allow for easy visitor navigation. George (2005:171,178) agrees and found that visitors first notice colours and images before browsing from left to right and top to bottom, indicating that visitors first and foremost focus their attention on images. Nielsen and Loranger (2006:247) believe that large blocks of text in images (text images) should be used in moderation. The use of text images is not recommended for a number of reasons. However, snippets of text such as found in navigation buttons are appropriate.

Eisenberg *et al.* (2008:168–169) agrees with Ngindana and Weideman (2004) and explains that powerful images placed 'above the page fold' can draw a lot of attention and could thus be used to emphasise what a business wants the visitor to focus on.

In summary, WU attributes focus primarily on what makes the website visitor respond. WU experts tend to consider search engines where possible. However, search engines are not considered as a priority. This is confirmed by some website usability experts who state that search engines do not carry credit cards (Eisenberg *et al.* 2008:223). Although this statement is true, the irony is that search engines could potentially drive a large number of visitors (with credit cards) to a website.

3.5.5 Search engine optimisation contradictions

Conceptually the single most important SEO element (namely content) is negatively affected by:

- trust and credibility (i.e. privacy policy, about us, company overview, feedback, testimonials and contact form)
- single page view

- minimising content
- frames
- keywords
- images.

Search engines depend on content to fully understand the purpose of any given website. Trust and credibility are both built by the use of generic content which does not assist the search engine in identifying the purpose of the particular website. The lack of keywords along with minimising content will limit the search engines' ability to be more successful at an interpretation of the websites' purpose.

Murphy and Kielgast (2008:90) state that more than 85 percent of all purchases that occur on the Internet started with a search. Further research demonstrates that there are three major search engines (i.e. Google, Yahoo! and MSN/Live/Bing) that dominate the search engine market with Google being by far the biggest (Sullivan 2004; Sullivan 2006). Recent figures released indicated that Bing has taken over the second position after Yahoo!. Over the past five years Google was the only search engine that demonstrated continuous growth in search engine market share as opposed to the other search engines (Sullivan 2004; Sullivan 2006; Searchenginewatch 2009). Table 1 illustrates each of the three major search engines with their respective search engine market share.

TABLE 1: Search engine market share (Sullivan 2004; Sullivan 2006; Searchenginewatch 2009)

Search Engine Market Share	2004 WebSideStory (Sullivan 2004)	2006 Nielsen/NetRatings (Sullivan 2006)	2009 Nielsen (Searchenginewatch 2009)
Google	40.90%	49.20%	64.60%
Yahoo!	27.40%	23.80%	16.00%
MSN/Live/Bing	19.60%	9.60%	10.70%
Other Search Engines	12.10%	17.40%	8.70%

Search engines make use of artificial intelligence programs called website crawlers or spiders that 'crawl' the Internet and index websites. Indexing a website is when search engine crawlers create a duplicate of each webpage, saving the replica in a data repository (index) as search engines associate a webpage to a particular Uniform Resource Locator (URL). When a user does a search, the Search Engine Result Page (SERP) listings returned to the visitor are extracted from the search engine repository and not from the Internet (Weideman 2009:24). The link in each listing is thus a pointer to the appropriate website (Searchenginewatch 2007; Visser 2006:24–36).

Search engines make use of crawlers for indexing, with interpretation limitations; this indicates that the content used on a website is the one primary SEO element that provides fundamental information to search engines about a particular website. This fact is confirmed by each of the three major search engines in their respective 'guidelines for best practices':

1. Google:

- 'Create a useful, information-rich site, and write pages that clearly and accurately describe your content' (Google 2010c).
- 'One of the most important steps in improving your site's ranking in Google search results is to ensure that it contains plenty of rich information that includes relevant keywords, used appropriately, that indicate the subject matter of your content' (Google 2010b).
- 'If fancy features such as JavaScript, cookies, session IDs, frames, DHTML, or Flash keep you from seeing all of your site in a text browser, then search engine spiders may have trouble crawling your site' (Google 2010c).
- 'Frames can cause problems for search engines because they don't correspond to the conceptual model of the web. In this model, one page displays only one URL' (Google 2010a).

2. MSN/Live/Bing:

- 'In the visible webpage text, include words users might choose as search query terms to find the information on your website' (Live 2010).
- 'Don't put the text that you want indexed within images' (Live 2010).

3. Yahoo!:

- 'Original and unique content of genuine value' (Yahoo 2010).

Considering the content recommendations by Google, Yahoo! and MSN/Live/Bing, many authors have also discovered and emphasised that sufficient content is an essential SEO element (Visser 2006:118; Weideman and Chambers 2005; Kritzinger and Weideman 2008; Eisenberg *et al.* 2008:222; Weideman 2009:59–60). As noted earlier, sufficient text content will ensure both a yield of enough keywords for a visiting crawler and content of value for the human visitor.

Trust and credibility

Search engine optimisation contradiction: Some authors emphasise that the WU attributes of trust and credibility (privacy policy, about us, company overview, feedback, testimonials and contact form) should be prioritised on all websites. This WU attribute is in contradiction with SEO as the content utilised in the sub-attributes have no direct association with what visitors search for (product or visitors needs) as described above in search engine guidelines for best practices.

Single page view, content and frames

Search engine optimisation contradiction: Single page views and content limitations (as suggested by WU experts) prevent search engines from eliciting a better interpretation of any given websites' purpose. The more content a website has the more weight-carrying key phrases the website could potentially rank for. Search engines reward qualitative and quantitative websites (featuring solid, informative and useful content) with good rankings for specific search terms or phrases.

Frames can be described as separate rectangular blocks all present on a single webpage. Each frame contains its own content, which functions independently from any other frame on the same webpage. Frames thus prevent search engines from associating an entire webpage to a particular URL, implying that the content utilised on a frame based website is in fact invisible to search engines. As a result, frames are often listed as an undesirable website design element – their absence is claimed to improve website visibility (Weideman 2009:114).

Keywords

Search engine optimisation contradiction: Keyword variations, frequency and density are essential for SEO. This forms part of a technology named 'theme-ing', used to emphasise products or business elements (keywords) to search engines. WU authors believe that increasing the keyword frequency and density could reduce readability (Nielsen & Loranger 2006:166).

Images

Search engine optimisation contradiction: Visitors often prefer graphic-based webpages as opposed to text-based webpages. Search engines are unable to read or interpret any text placed within an image. If text (especially keywords) is placed within images, that text is invisible to search engine crawlers. Text within images can therefore not assist search engines to be more successful at interpretation of any given websites' purpose. In summary, if any webpage content on any website cannot be indexed or interpreted correctly, then those webpages cannot possibly rank for targeted keywords.

3.6 METHODOLOGY

The following website usability attributes, which are in conflict with SEO elements, were examined in a pre-test post-test, quantitative methodological design:

- Trust and credibility: Essential for WU, but adds no value to SEO as the non related content could dilute emphasis for ranking purposes.
- Single page view and content: Essential for WU, but search engines rely on content to better interpret a website's content and keyword emphasis for ranking purposes.

- Keywords: Avoiding keyword overload is essential for WU. However, search engines depend on keyword density and inclusion for emphasis purposes in terms of ranking.
- Images: Essential for WU in terms of being aesthetically pleasing to visitors. Unfortunately, search engines are unable to make an accurate interpretation of images and can thus reduce content and keyword emphasis in terms of ranking.

The primary experiment includes the use of an existing website (created by a non-technical designer with minimal knowledge of WU and SEO), which was used as the control website (CW: <http://www.copywriters.co.za>). A new website was developed by implementing the above WU attributes and ignoring all contradictory SEO elements, termed the experimental website (EW: <http://www.copywriters.co.za/ppc/>). The EW was placed in a subdirectory of the CW (/ppc/), allowing the EW to function independently from the CW. In order to ensure integrity of the experiment, a robots.txt file was placed in the root of the www.copywriters.co.za website, explicitly instructing the search engine crawlers not to index the EW (/ppc/). In addition, no links of any kind were created from the CW to the EW and vice versa. The EW is thus accessible only via the URL (i.e. via a direct link to the EW).

3.6.1 Control website

Search engine traffic consists of two types: organic (unpaid search result listings) and Pay Per Click, also known as PPC (paid search result listings). The traffic sources for the CW are search engines (organic) traffic, as well as direct and referrer traffic. Direct traffic is when a visitor visits the CW directly (by typing in the URL directly into the browser or by means of bookmarks and/or favourites), without making use of a search engine. Referrer traffic is when a visitor visits the CW via a link from another website, also without making use of a search engine (Google 2009).

Organic results occupy the primary real estate (left and centre) of the SERPs. These organic search results are governed by search engine algorithms, which are kept secret to avoid abuse. The better a particular website satisfies the search engine algorithm according to a keyword search, the better that particular website will rank organically (Neethling 2008:3). Good organic search results do not guarantee financial success. However, theoretically the better a particular website ranks, the more traffic that website should receive due to the fact that on average 67 percent of search engine users do not look beyond the first SERP (Weideman 2009:32).

3.6.2 Experimental website

The traffic source for the EW is purely PPC. PPC results occupy the right side and in some instances the top of a typical SERP. The use of an organic search engine algorithm does not apply to PPC results at all. However, an algorithm does exist to determine the priority ranking of PPC results by means a basic formula: $\text{PPC ranking} = \text{quality score} \times \text{bid price}$.

The bid price is determined by the user, whilst the PPC search engine algorithm uses a number of factors to determine the quality score.

Both the CW and the EW sell the exact same products. However, the way in which the two websites draw visitors differ, which indicates that the website traffic source alone cannot be utilised as a performance measuring tool. Thus performance measurements were made by considering the number of conversions obtained from the amount of website traffic obtained (conversion - traffic ratio) of each website over the same period of time, which were then compared (keeping the traffic source in mind). Additional factors, such as time spent on site, page views and Return On Investment (ROI) were also considered as measuring tools.

For triangulation purposes, an interview was conducted with five active Internet users as part of the experiment. A number of questions were created with the purpose of obtaining fundamental information as to the actual impact of each WU attribute. The interview results combined with the statistical results provided a clear indication as to whether WU attributes affect 'on page' conversion. Lastly, on completion of the first experiment, the experimental traffic source (PPC) was redirected to the CW for the same period of time. The objective was to test the PPC traffic source (as a 'trusted' traffic source), by exposing similar visitors to the CW as exposed to the EW for comparison purposes (Figure1).

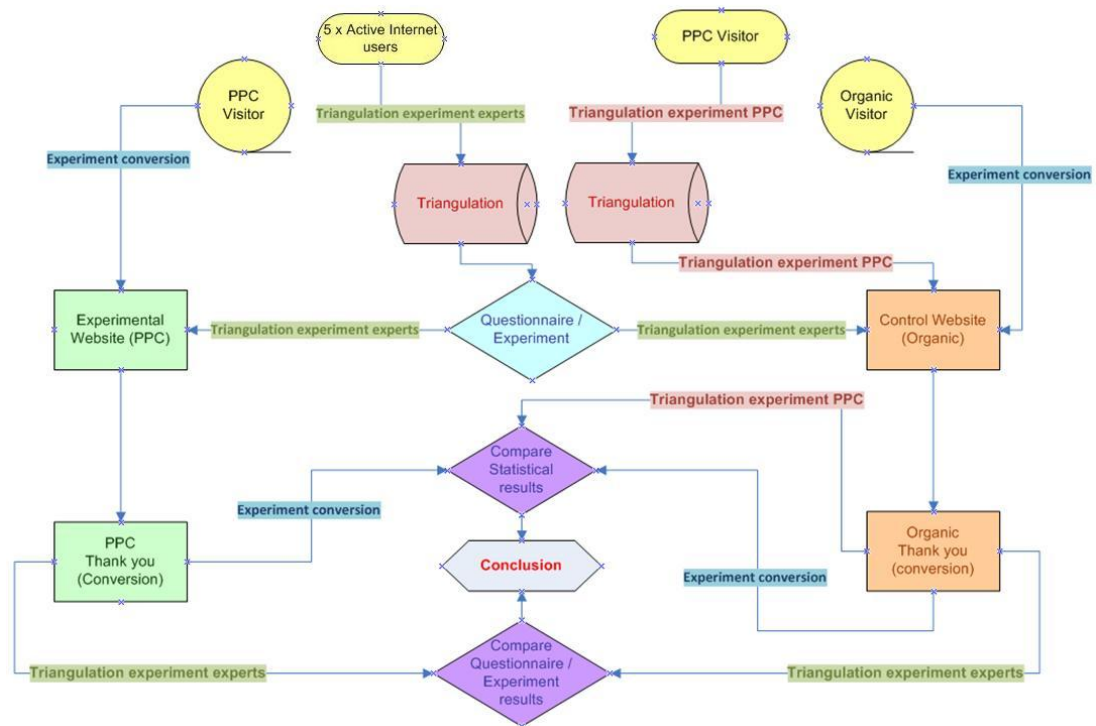


FIGURE 1: Research design diagram

The research design diagram (Figure 1) can be divided into four vertical parts (conceptually). Each vertical part represents a portion of the experiment:

- PPC visitors on the far left – primary experiment
- 5 x Active Internet users just to the left of the centre line – triangulation
- PPC visitors just to the right of the centre line – triangulation
- Organic Visitors on the far right – primary experiment.

3.7 RESULTS

The CW has been active on the Internet since 2006, obtaining visitor traffic from a variety of sources. Website traffic statistics for the CW was obtained over the same period as the EW. The EW was launched in December 2009, obtaining visitor traffic from PPC only. The EW PPC campaign (targeting only Google) was created on the same day the EW was launched, with a budget of R5257.17 for the duration of 49 days. The PPC campaign towards the EW was terminated on the 31st of January 2010.

During the 49 days the CW and the EW combined received 8020 visitor traffic from all traffic sources ('All visitors'; see Figure 2 for the graphical presentation of these results). Of the 8020 visitors, 5544 were non search engine visitors ('NON SE T'; see Figure 2), indicating that 5544 visitors landing on the CW only from referrer websites and/or direct traffic. The remaining 2476 visitors was search engine traffic ('SE T'; see Figure 2), which included PPC traffic. This indicates that both the CW and the EW received a combined volume of search

engine traffic of 2476 visitors. The 2476 search engine traffic visitors were then categorised into organic (true search engine traffic) and PPC (paid search engine traffic). The analysis indicated that the total organic search engine traffic was 782 visitors ('SE Organic T'; see Figure 2) and the total PPC search engine traffic was 1694 visitors ('SE PPC T'; see Figure 2).

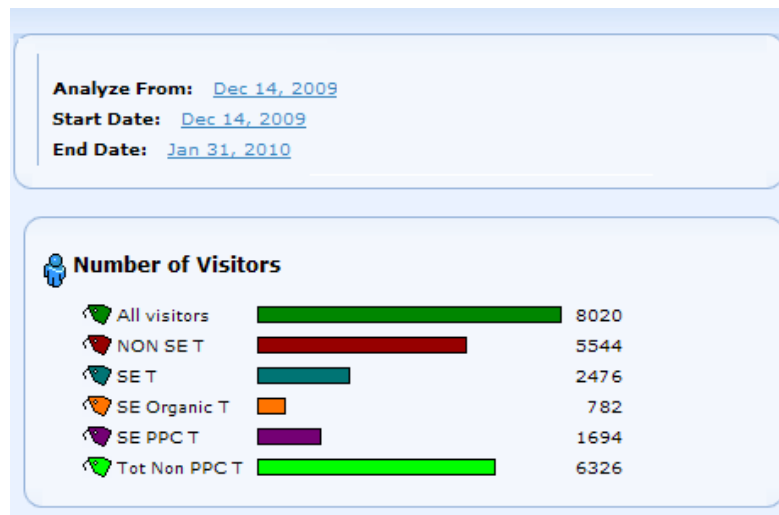


FIGURE 2: Snapshot breakdown and analysis of website traffic

The analysis indicated that a grand total of 1694 visitors landed only on the EW over a period of 49 days ('SE PPC T'; see Figure 2). Subtracting 1694 PPC visitors from 8020 all visitors or adding 5544 non search engine traffic visitors to 782 organic search engine traffic visitors produces a grand total of 6326 visitors, which landed only on the CW only over a period of 49 days ('Tot Non PPC T'; see Figure 2).

3.7.1 Control website (www.copywriters.co.za)

The CW received 6326 visitors (from various sources) over a period of 49 days. These 6326 visitors viewed on average 1.5 webpages per visit. Each visitor spent on average 55 seconds on the website. Considering the number of visitors that landed on the CW and webpages viewed and time spent on the website over a period of 49 days; 21 unique visitors submitted the contact form successfully (converted into a lead). Of these 21 conversions, two visitors actually purchased the service to the total value of R2071.48.

3.7.2 Experimental website (www.copywriters.co.za/ppc/)

The EW received 1694 visitors (from PPC only) over a period of 49 days. The 1694 visitors viewed on average 1.1 webpages per visit. Each visitor spent on average 17 seconds on the website. Considering the number of visitors that landed on the EW and webpages viewed and time spent on the website over a period of 49 days; 59 unique visitors submitted the

contact form successfully (converted into a lead). Of the 59 conversions, four visitors actually purchased the service to the total value of R5128.85 (Table 2).

TABLE 2: Analysis of the control website (CW) traffic versus the experimental website (EW) traffic (primary experiment)

Combined number of visitors 8020	Visits	Average page views per visitor	Average time On Site (in seconds)	Conversions	ROI
Control website	6326	1.5	55	21	R2 071.48
Experimental website	1694	1.1	17	56	R5 128.85

3.8 STATISTICAL ANALYSIS

A statistical analysis was done on the results of the primary experiment to determine whether or not there is a statistically significant difference in the measured variables between the CW and the EW. The test initially intended for this experiment was the Student's T-test. However, due to the population values not following a normal distribution, it was decided to use a non-parametric method to compare distributions. The statistical analysis was thus based on the Mann-Whitney U test. The summary the statistics for each variable, which includes the *p-value* and identifies whether the *p-value* is significant or not (Table 3).

TABLE 3: Summarised statistics for each variable

	Mann-Whitney U Test	P-Value	Conclusion
Visitors	2208	p-value < 0.001	Significant Difference
Average Page Views per Visit	1664	p-value < 0.001	Significant Difference
Average Time on site per Visit	1343	p-value > 0.05	No Significant Difference
Conversion	780	p-value < 0.006	Significant Difference
ROI	1053	p-value > 0.05	No Significant Difference

This analysis indicates that Visitors, Average Page Views per Visits and conversions are all significantly different when comparing the CW values to the EW values. Average time on site per Visitor was not considered as being significantly different. This was due to four extremely large values obtained on the EW, which resulted in an increased mean. The ROI was also not considered as being significantly different. The reason being that, out of 77 conversions, only six conversions actual resulted into sales. Comparing four sales for the EW to two sales from the CW is not statistically sound, due to the difference in sample size.

3.8.1 Triangulation

It was deemed prudent to use the opinions of active Internet users to confirm or reject the WU attributes analysed in the primary experiment. The secondary objective for the interview was to identify any additional WU attributes that may have been overlooked, which would encourage users to complete the online process as per the primary experiment. It was considered necessary because WU can best be interpreted by actual website users.

An interview was arranged with five randomly selected participants with a minimum of 10 years of Internet exposure and activity. The interviews were done face to face allowing the participant to browse through each website before and during the interview. The participants were also instructed to make an enquiry on each website prior to the interview. The interview questions were predominantly closed and set on the WU attributes identified and applied in the primary experiment. Three of the interview questions were open ended, providing each participant the opportunity to make any additional WU comments and/or recommendations in terms of enticing the visitor to convert on each (CW & EW) website.

The accumulated results obtained from the interviews leaned towards the importance of security, minimising content and making the contact form as easy as possible to complete. The only additional attribute that was mentioned was the design factor. Although identified by an interviewee, the design factor was not considered due to the subjective nature of such an attribute.

As part of triangulation, PPC traffic was redirected from the EW to the CW for 49 days after the primary experiment had ended. Therefore EW was made dormant, allowing the CW to receive all forms of traffic. The objective of the triangulation experiment was to test PPC as a traffic source in order to determine the quality of PPC traffic visitors in terms of conversions.

During the 49 days, the CW received 8517 visitors from all traffic sources, including PPC traffic ('All visitors'; see Figure 3). Of the 8517 visitors, 6752 visitors were non PPC visitors ('Tot Non PPC T'; see Figure 3). The remaining 1788 visitors were PPC visitors ('SE PPC T'; see Figure 3).



FIGURE 3: Triangulations Snapshot breakdown of traffic sources

Table 4 provides the comparison between the triangulation experiment and the primary experiment. The triangulation experiment obtained PPC traffic along with all other forms of traffic (search engine, direct and refer traffic). The EW (from the primary experiment) obtained PPC traffic only.

Table 4 indicates that during the triangulation experiment, the CW drew 8517 visitors (all forms of traffic), of which only 29 visitors converted. The EW (in the primary experiment) conversely received 1694 visitors from PPC only, whereby 56 visitors converted.

TABLE 4: Summary and comparison of the triangulation experiment and the experimental Website (primary experiment)

Website	Visits	Average page views per visitor	Average time On Site (in seconds)	Conversions	ROI
Control website	8517	1.4	21	29	R1 497.00
Experimental website	1694	1.1	17	56	R5 128.85

The fact remains that the triangulation experiment obtained five times more traffic (including PPC traffic) than the EW (primary experiment). However, the EW obtained approximately 50 percent more conversions as opposed to the number of conversion obtained during the triangulation experiment.

Although it is generally perceived that PPC is a ‘trusted’ traffic source, the PPC traffic in this instance did not radically increase conversions. When considering Table 4 in terms of conversions obtained, it is clear that the traffic source as such is thus not a variable to consider that may have an impact on conversions in this instance. In addition, it is generally accepted that the more traffic a website receives, the more visitors should convert. This

indicates that WU is the real impact factor in terms of conversion during the primary experiment.

3.9 CONCLUSION

The primary objective of this research project was to determine the WU attributes which are in contradiction with SEO elements. Although some experts in both fields do not acknowledge that any contradiction exists, the literature review clearly identifies those contradictions. WU experts specify that certain WU attributes will affect 'on page' conversions, which are in contradiction to the SEO elements, whereby some of these SEO elements are specified by the major search engines in their best practice guidelines.

The secondary objective of this research project was to determine whether or not WU attributes identified do in fact have an effect on conversions. The primary experiment provides evidence that WU attributes do have an effect on conversion. Depending on the purpose of any particular website, whether it is to entice a visitor to buy, sign up for a newsletter, create an account, request a quote or anything that requires the visitor to interact with any website form, suggests that WU is not a luxury, but a prerequisite for that particular type of websites' success.

The results from the primary experiment (Table 2) indicate that the CW obtained three and a half times more traffic than the EW. However, the EW obtained almost three times the amount of conversions obtained by the CW. Although the ROI was not considered as being significantly different in terms of the *p-value*, it still provides some indication as to the value of the applied WU attributes.

As part of the project, an interview was conducted for triangulation purposes. The objective of the interview was to get active Internet users to confirm or reject the WU attributes analysed in the primary experiment. The secondary objective for the interview was to identify any additional WU attributes that may have been overlooked which would encourage users to complete the online process as per the primary experiment. The results obtained merely confirmed the importance of the WU attributes already identified.

Lastly, a triangulation experiment was conducted in order to test PPC as a traffic source in terms of conversion. PPC visitors can be considered to be more serious about making a purchase. The triangulation experiment provided evidence that the traffic source is not really a variable to consider in this instance.

The limitations of this research project include that it was decided to use a non-parametric method to compare distributions. It was done due to the population values not following a normal distribution (which made direct comparison difficult). Furthermore, the research was conducted over a relatively short period of time (49 days). Finally the fact that two different sized samples were used made statistical comparison harder.

The next logical step would be to test the SEO elements and ignore all contradicting WU attributes. A second experimental website (EW2) could be created, whereby the rankings of the CW can be compared to the rankings of the EW2. Conversion and/or traffic ratio of each website (CW & EW2) can also be measured over the same period of time (49 days), which can then be compared not only to one another, but also the results obtained in the EW. The results obtained will further indicate the impact of the SEO and WU contradictions. This might also be a good opportunity to investigate the possible 'theme-ing' technology and its effectiveness.

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3.11 HOW TO CITE THIS PAPER

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3.12 SUMMARY

The data obtained from the primary experiment is available in Appendix 1B and Appendix 2G, which includes the data pertaining to visitors, average time on site, average page views per visitor, conversions and ROI, concerning the CW and the EW. The Interviews formed part of the triangulation experiment, which was conducted with five active Internet users. The questions presented to the participants are available in Appendix 1C. The data obtained in the primary experiment was statistical analysis by means of the Mann-Whitney U Test, whereby the results of the statistical analysis are made available in Appendix 1D.

Lastly, the author suggests that the next course of action is to implement SEO elements on a new Website, ignore all contradicting WU attributes, thus further experimenting with the impact of SEO and WU contradictions. Chapter 4 (journal Article 2) continues with the SEO and WU contradictions research, whereby the objective of the research project is to prove that implementing SEO elements that are in contradiction to WU attributes is essential to improve rankings.

CHAPTER 4

JOURNAL ARTICLE 2

4.1 JOURNAL ARTICLE 2

The research conducted in Chapter 3 (journal Article 1) continues in Chapter 4 (journal Article 2), with special emphasis on SEO, ignoring all the contradicting WU attributes. The journal article makes reference to the following three Websites:

3. Control Website (CW): <http://www.copywriters.co.za>
The CW is an existing Website with no special emphasis applied to SEO and/or WU.
4. Experimental Website (EW): <http://www.copywriters.co.za/ppc/>
The EW was developed by implementing the WU variables and ignoring all contradictory SEO elements.
5. Experimental Website two (EW2): <http://www.translation-copywriters.co.za>
The EW2 will be developed by implementing all on-page SEO elements and ignoring all contradictory WU variables.

In order to maintain integrity of the research project, the EW2 was emulated on a separate domain, providing true representation of the Website at the time when the experiments were conducted. Although the CW and EW were previously emulated in Chapter 3 (journal Article 1), both Websites are specified again, as both Websites form part of the research conducted in Chapter 4 (journal Article 2). However, no alterations were made to either of the two Websites (CW and EW) during the research conducted in Chapter 4 (journal Article 2). Therefore, the emulation representation will remain the same as in Chapter 3 (journal Article 1).

3. (CW): <http://www.copywriters.co.za> emulation equates to:
<http://www.eugene-visser.co.za/CW/>
4. (EW): <http://www.copywriters.co.za/ppc/> emulation equates to:
<http://www.eugene-visser.co.za/EW/>
5. (EW2): <http://www.translation-copywriters.co.za> emulation equates to:
<http://www.eugene-visser.co.za/EW2/>

See Appendix 2Q for the first page of the journal article as it is actually published.

4.2 TITLE

Search engine optimisation versus Website usability – conflicting requirements?

4.3

ABSTRACT

Introduction: *Even though Website users consider search engines to be useful for locating relevant information, tension exists between the role of search engines and the usability of Websites. However, Web pages can be created with search engines in mind, thereby generating a potential contradiction between Website usability (content, text and media) and search engine optimisation (content and keywords). The objective of this research was to prove that implementing search engine optimisation elements that are in contradiction to Website usability attributes is essential to improve rankings.*

Method: *Three Websites were utilised for the purposes of this study. The control Website, which was used for benchmarking purposes. The experimental Website, which was created to conduct additional experiments for Website usability and triangulation purposes. The experimental Website two, which was developed integrating all on-page search engine optimisation elements but ignoring all contradictory Website usability attributes. The research was extended (rankings, organic traffic, conversions and interviews) to emphasise the importance of website usability attributes that are in contradiction to search engine optimisation elements.*

Analysis: *Quantative statistical analysis was conducted on the data by means of the univariate analysis of variance test, the linear regression analysis and the Kruskal-Wallis test.*

Results: *The primary experiment indicated that the implementation of search engine optimisation elements is essential to improve rankings. Another experiment indicated that Website usability attributes are essential to increase conversions (such as purchases) and thus return on investment.*

Conclusions: *This research confirmed that on-page search engine optimisation elements have a direct impact on the way in which commercial search engines interpret Web pages in terms of ranking. Secondly, search engine optimisation elements that are in contradiction to Website usability were identified. Finally, it was concluded that the application of both search engine optimisation elements and Website usability attributes are essential for maximising conversion generation.*

4.4

INTRODUCTION

Since the third millennium B.C., the human race has been attempting to perfect the process of storing and retrieving relevant information (Weideman and Strümpfer 2004). As technology evolved, tools (*clay tablets*) were replaced by machines (*manual indexation*) and subsequently by automation (*artificial intelligence*). Automation technology needed to overcome two challenges: speed and relevancy. Search engines (governed by their organic ranking algorithm) are considered to be useful in facilitating the retrieval of relevant

information in the shortest amount of time possible (Machill *et al.* 2003). The organic ranking algorithm determines the sequence that Websites are ranked on a search engine result page, making it of interest especially to commercial ventures (organic ranking is the term given to results that appear because of their relevance to search terms, as opposed to those that appear because of their advertisements). Ranking first for a given keyword or phrase can have a large positive effect on the success of a business.

Search engine algorithms are typically kept highly confidential owing to the possibility of abuse (Jerkovic 2010). At the turn of the 21st century, according to Thurow (2003), 42 percent to 86 percent of all Internet users discovered Websites via search engines. Today, search engines are considered an invaluable tool that predominantly rules information retrieval on the World Wide Web (Carpineto *et al.* 2009). Murphy and Kielgast (2008) established that 85 percent of all online purchases started with a search on a search engine. In addition, the same authors ascertained that a few search engines, of which Google is considered the biggest, dominate the market share (Sullivan 2010, Carpineto *et al.* 2009).

It should also be considered that, above all else, search engines need to satisfy the searchers' needs in order to ensure customer satisfaction. Google (2010a) states that Web pages should be created for the visitor and not for search engines because search engines exist to facilitate the visitor. However, Google (2009) also specifies that the crawlability and indexing of Web pages is a search engine prerequisite in order for Web pages to be displayed on search engine result pages to be scrutinised by the visitor. Google's statements concerning search engines being created for the visitor, but having an artificial intelligence prerequisite, lead us to believe that search engine optimisation and Website usability complement each other. However, the statements also imply that Web pages can be created specifically for search engines, potentially illustrating that a contradiction does exist between Website usability (content, text and media) and search engine optimisation from a search engine's perspective. The contradiction can best be considered when defining Website usability and search engine optimisation.

Eisenberg *et al.* (2008: 158) define Website usability as follows: 'Usability addresses the ways a site effectively implements the body of knowledge concerning a visitor's ability to interact successfully in an online environment. The goal of usability is to remove any obstacles impeding the experience and process of online interaction.'

Weideman (2009: 14) defines search engine optimisation as follows: 'Search engine optimisation is the process of making alterations to a Website in such a way that the Web pages become accessible to search engines with the primary objective of improving the Website's chances of being found.'

The two definitions reveal that the implementation of both search engine optimisation and Website usability are essential, each from their own perspective. Yang *et al.* (2007) state that

owing to the amount of information available on the Internet, the quality of search results is considered more important to users than the quantity. Search engine optimisation is therefore essential for the very reason that if a Website does not rank in the top thirty results of the search engine results, then that Website (and the company it represents) does not exist to searchers (Jacsó 2008). However, Website usability is essential because when a searcher lands on a Web page that impedes the fulfilment of the searcher's need, then that searcher will simply leave the page to search for another that does satisfy their need (Kritzinger and Weideman 2008).

Google's statements imply the possible existence of search engine optimisation and Website usability (content, text and media) contradictions. Therefore the research problem on which this research is based is that no empirical evidence could be found which clarifies the nature of the link between these two outcomes. The research questions which now surface, include:

1. What are the elements of search engine optimisation?
2. What are the attributes of Website usability?
3. What is the nature of the relationship between search engine optimisation and Website usability?

4.5 PREVIOUS WORK

4.5.1 Keywords, content and search engine optimisation

Extracting accurate information from the World Wide Web through search engines has always been challenging in terms of the context in which the query was submitted and considering the information available (Smullen and O'Riordan 2007). The query submitted by the searcher is based on a question known only to the searcher (Bade 2007). The query can only be associated with the available Web page elements through the organic ranking algorithm, where this algorithm determines the ranking priority in the search engine result pages (Feng *et al.* 2007).

Search engines use a number of elements in order to determine the ranking priority for results based on the searcher's keywords or key phrases (queries) supplied during the search. Google search quality engineer Cutts (2010) has indicated that Google uses over 200 signals (elements) to determine the usefulness of any given Web page in terms of priority ranking.

The best practice guidelines for each of the three major search engines currently dominating the search engine market (Google, MSN/Live/Bing and Yahoo!) make clear suggestions regarding the utilisation of keywords or key phrases and content on ranking-targeted Web pages.

- **Google:** ‘One of the most important steps in improving your site’s ranking in Google search results is to ensure that it contains plenty of rich information that includes relevant keywords, used appropriately, that indicate the subject matter of your content.’ (Google 2010b)
- **MSN/Live/Bing:** ‘In the visible Web page text, include words users might choose as search query terms to find the information on your Website.’ (Live 2010)
- **Yahoo!:** ‘Original and unique content of genuine value’ (Yahoo! 2010)

Although these search engines stipulate that the use of keywords or key phrases is an important factor for making the most of the organic ranking algorithm, many industry experts explicitly warn against the use of keyword density on Web pages for emphasis (Thurow 2010a, Wall 2007). On the contrary, Visser (2006) created a search engine optimisation model identifying that keyword proximity, frequency (also referred to as density) and placement are all essential to ensure that the search engines make the appropriate interpretation in terms of emphasis for improved rankings.

Search engines utilise search engine crawlers (artificial intelligence programs) that crawl and copy the full-text Web pages to the search engine data repository, associating the appropriate keywords to the Web page. Once a search is conducted on the search engine interface, the search engine algorithm is applied to the indexed text Web page where possible (bearing in mind that off-page organic ranking elements are also considered in the organic ranking algorithm). An interpretation of the text and keywords or key phrases on the Web page is made by the search engine, and this is then displayed in the search engine result pages according to relevance (Moran and Hunt 2005, Thurow 2003, Weideman 2009). The objective of interpreting Web page content and keywords or key phrases is to improve the Web page relevancy exhibited in the search engine result pages in order to better satisfy the searcher’s needs based on the keywords or key phrases used. Search engine interpretation can thus best be achieved when all on-page elements emphasise the same keywords or key phrases; a process called theming.

4.5.2 Theming and latent semantic indexing

A Google engineer filed a patent application in 2006 titled Detecting Spam Documents in a Phrase-based Information Retrieval System. Google utilises keyword phrases to index, retrieve, rank, organise and describe documents within a collection of documents. The methodology of this patent can be defined as a system that identifies frequently used and noticeable phrases (consisting of keywords) within a document, signifying phrase validity (Lynn 2006). The methodology thus allows Google to index a Web page and rate the relevancy of the given document without taking into account every possible phrase from all possible sequences. This methodology also allows Google to determine whether or not the phrase occurrence is related to the subject matter of the document, thereby allowing for predictive phrase identification. A good example of predictive phrase identification would be

the *institution for higher education*, which could be interpreted by search engines as *university* or *college*. This indicates that Google's organic ranking algorithm is able to identify and base rankings on contextual concepts dependent on associated searched keywords or key phrases, termed latent semantic indexing.

Google, as a link-analyses based search engine, depends to a certain extent on inlinks for assistance with the crawling of any given Website but, more importantly, to determine organic ranking relevancy. Google attempts to capitalise on human interpretation to determine Web page relevancy automatically. Search engines are able to identify the inlinks and mathematically calculate the weight assigned to each link depending on the relevancy of the inlink source (Green 2000, Jerkovic 2010). According to Jerkovic (2010), the hyperlink source Web page, content surrounding the hyperlink, the destination Web page and the keywords or key phrases used within the hyperlink are all considered as part of the relevancy indicator (Thelwall 2005). With latent semantic analysis, search engines are able to determine the topic of the source Web page and whether the inlink is considered important enough to justify organic ranking improvement (Mandl 2007).

Weideman (2009) suggests that the basics of the organic ranking algorithm elements are known to us (although the weight assigned to individual algorithmic elements is kept secret to avoid abuse). The same author also identifies a number of elements considering the direct application of keywords or key phrases towards each element. The elements identified are: title tags, metatags (keyword and description), keywords or key phrases utilised in the body copy, header tags, Web page content, anchor text, domain name and Web page name. Qi and Davison (2009) agree with Weideman and confirm that on-page content, as well as the keywords or key phrases utilised in the body copy, title tags, metatags, anchor text and domain are all essential for providing search engine crawlers with appropriate interpretation of the Web page. Thurow (2010b) suggests that the entire Web page should consist of the targeted keywords or key phrases where possible, making it themed on a targeted keyword or key phrase from a search engine angle.

In essence, the best organic ranking improvement may be achieved by applying the appropriate linear combination of all on-page search engine optimisation elements (Qi and Davison 2009). However, it should be considered that Web pages rank in the search engine result pages and not Websites. This is the reason why internal link theming is an essential methodology to apply and maintain on any given Website.

4.5.3 Keywords, content and Website usability

Eisenberg *et al.* (2008) consider Website usability to be the process of removing any obstacles that may impede the user's positive experience. The process identifies the mechanical usability problems and not the persuasive usability problems. Wang and Huang

(2009) concur with Eisenberg *et al.* (2008), identifying Website usability as the ease of use of all Website components (including functionality).

Lencastre and Chaves (2008) created a diagram that represents Nielsen's perspective on Website usability (see Figure 1). For the purposes of this study, only the Website usability attributes content, text and media are considered due to the contradictory nature of search engine optimisation.

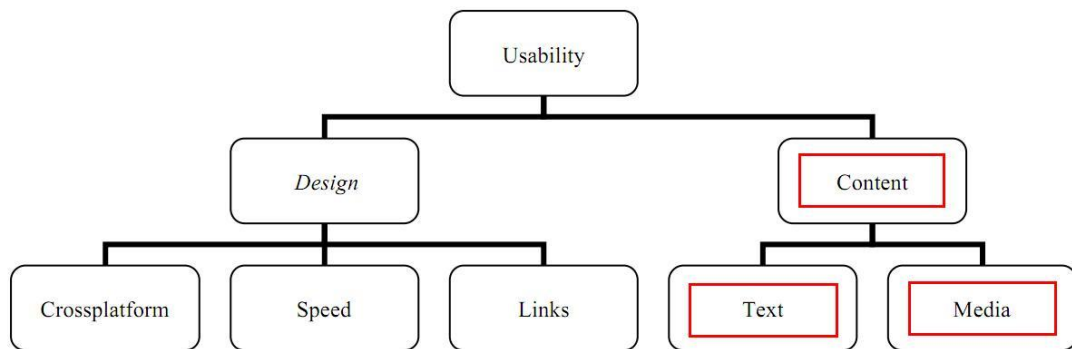


FIGURE 1: Nielsen's view of high level Website usability attributes (adapted from Lencastre and Chaves 2008: 4)

Figure 1: According to the Website Standards Association (2008), it will take only ten seconds for a visitor to decide if he/she intends to continue viewing the Website. Wang and Huang (2009) argue that it could take as little as fifty milliseconds for a visitor to decide if a Website will satisfy their particular need. Both authors agree that if the visitor does decide to leave the Website based on a bad first impression, the chances are very high that the visitor will in all probably never return, confirming the importance of Website usability.

Nielsen and Loranger (2006), Krug (2006), Johnson (2007) as well as Wang and Huang (2009) all agree that too much text placed on a Web page is considered a Website usability obstacle. Krug (2006) argues that visitors rarely read an entire document and, instead, often browse through the Web page(s) identifying keywords or key phrases that attract their attention. In addition, the same authors also specify that visitors prefer not to scroll down in order to view additional text because they assume that all the important text is placed above the page fold. Once the visitor has chosen to remain on the Website, Nielsen and Loranger (2006) estimate that a visitor will spend approximately forty five to sixty seconds reading approximately 200 words on average. Johnson (2007) concurs with Nielsen and Loranger and strongly suggests that only one quarter (less if possible) of the intended text should be placed on any given Web page. However, minimising text on the homepage and landing pages in an attempt not to overwhelm the visitor with information on arrival is not as simple as it sounds. The first 200 words on the Web page will have to answer the following four questions:

1. What is the Website about?
2. What product or service or information is available on the Website?
3. Does the Website address the visitor's need?
4. Are there other Websites available that may better satisfy the visitor's need? (Krug 2006: 105-115)

These four questions address only the visitor's needs. Answering these questions in text on a Web page which search engines crawl and interpret will in all probability not provide the search engines with enough information for the appropriate interpretation concerning ranking for targeted keywords or key phrases. From a Website usability perspective, limiting content on any particular Web page is in contradiction to search engine optimisation. Lack of content is one of the most basic obstacles that a Website may face from a search engine's perspective (Jerkovic 2010). Search engines depend on content and other factors in order to make the appropriate interpretation of the Web page. Web page content must also be unique as search engines associate content to a particular uniform resource locator (URL), which in turn will be the element that is ranked in the search engine result pages.

Furthermore, according to Barnard and Wesson (2003) and the Website Standards Association (2008), Website usability should address the visitors' concerns regarding trust, credibility and security by including the following Web pages:

- Privacy policy
- About us
- Company overview (company values, management team, etc.)
- Feedback
- Testimonials
- Contact information

The above mentioned pages are not relevant to search engines as they normally provide no related information regarding the product or service in terms of searched keywords or key phrases. Effectively, these pages dilute product and/or service theme pages, allowing the search engines to make their own interpretation of targeted keywords or key phrases, while potentially prioritising competitor Websites.

Moreover, Nielsen and Loranger (2006) believe that Website usability and search engine optimisation complement each other for the most part, but argue that these are in contradiction when considering keywords usage on a Web page. According to these authors, search engine optimisation specialists overuse targeted keywords, making the text unreadable in some instances. However, it is worth remembering that search engines must be able to look at the text on any given Web page and recognise which keywords to regard as important and which to ignore as stopwords. The only way to achieve this is to repeat the targeted keywords relative to the total number of words. Although search engines make use

of latent semantic indexing, phrase co-occurrence and predictive phrase identification, the possibility still exists that search engines may make an incorrect interpretation of keyword proximity, frequency and placement if these are not applied appropriately. To avoid search engine misinterpretation, keyword proximity, frequency and placement should be applied to the Web page utilising related keywords, keyword variations and synonyms. Conversely, Johnson (2007) suggests avoiding the use of different terms for the same meaning as this may actually cause confusion for the visitor, reiterating the Website usability and search engine optimisation contradiction.

As part of the content and keyword argument, George (2005) discovered that images and Flash graphics are aesthetically pleasing to visitors. Prior to the visitor looking at a Web page's text sequentially (as when reading a book), visitors first and foremost are attracted to colours, images and graphics. Website usability specialists may actually suggest incorporating critical (textual) information in an image or Flash graphic to maximise the Web page's first impression on the visitor. In addition, the text-heavy image or Flash graphics would have to be placed above the page fold in the primary real estate area of the Web page to be discovered immediately by the visitor on arrival at the page. Although this would appear to be a good idea, search engines have limited graphical interpretation capabilities in translating visual encoded knowledge into contextual text (Enser *et al.* 2007). This is especially true when considering a Flash graphic Website, whereby the entire Website resides on a single uniform resource locator, making the Website almost non-crawlable and/or non-indexable by search engines. This particular obstacle and search engine optimisation contradiction has also been identified by Nielsen and Loranger (2006). The same authors strongly suggest that Website authors should avoid placing large amounts of text within graphics. If this is unavoidable, they should attempt to limit the text, avoid including targeted keywords within the graphic at all costs and apply the alternative text and image title attributes to the image in order to provide search engines with some form of interpretation of the graphic (Jerkovic 2010).

In summary, if search engines have trouble interpreting Web pages created with Website usability in mind, limiting text and keywords, then those Web pages may never be seen by any search engine users. However, Web pages that are created with search engine optimisation in mind and that impede the visitor's interaction may result in the visitor leaving the Web page, never to return.

4.6 METHOD

The search engine optimisation impact on any given Website is dependent on the sum total of all search engine optimisation elements integrated and implemented simultaneously. These elements can, however, be divided into two groups: on-page and off-page elements. Although the impact will be greater when integrating both groups, the groups are able to function independently. Search engine rankings will thus depend on the elements integrated and implemented simultaneously within a group on a particular Website.

The on-page search engine optimisation elements (content and keywords), which are in conflict with Website usability attributes (content, text and media), were examined in a pre-test post-test quantitative methodological design. The primary experiment included an existing Website (created by a non-technical designer with minimal knowledge of Website usability and search engine optimisation), which was used as the *control Website* (<http://www.copywriters.co.za>). In addition, a new Website was created, where all on-page search engine optimisation elements were integrated and implemented, ignoring all contradictory Website usability attributes, which was the *experimental Website two* (<http://www.translation-copywriters.co.za>).

Finally, for the purposes of triangulation, a third Website was created where usability attributes of trust and credibility, single page view with limited content, and minimum keywords and images were implemented. All contradictory search engine optimisation elements were ignored. This was termed the *experimental Website* (<http://www.copywriters.co.za/ppc/>). Although the *experimental Website* was placed in a subdirectory of the *control Website* (/ppc/), the *experimental Website* was able to function independently by means of a robots.txt file. This file explicitly instructed the search engine crawlers not to index the subdirectory (/ppc/), isolating the *experimental Website* entirely from all types of traffic, i.e. organic, direct and referred traffic from other Websites.

All three Websites sell the exact same services. Owing to the nature of the experiments, the same search engine crawler settings were implemented on both the *control Website* and *experimental Website two*. A complete list (extensible markup language (XML) sitemap) was created of all the Web pages on the *control Website* and *experimental Website two*, which was then registered (independently) with all three major search engines (Google, MSN/Live/Bing and Yahoo!). The search engine crawlers were also instructed to crawl and index each Website entirely, with the exception of the *experimental Website* located in the /ppc/ subdirectory. The sitemap and search engine crawler instructions for each domain can be found at the following locations:

Control Website:

domain - <http://www.copywriters.co.za>

sitemap - <http://www.copywriters.co.za/sitemap.xml>

search engine crawler instructions - <http://www.copywriters.co.za/robots.txt> (explicitly blocking the subdirectory /PPC/ to search engines)

Experimental Website two:

domain - <http://www.translation-copywriters.co.za>

sitemap - <http://www.translation-copywriters.co.za/sitemap.xml>

search engine crawler instructions: <http://www.translation-copywriters.co.za/robots.txt>

4.6.1 Control Website

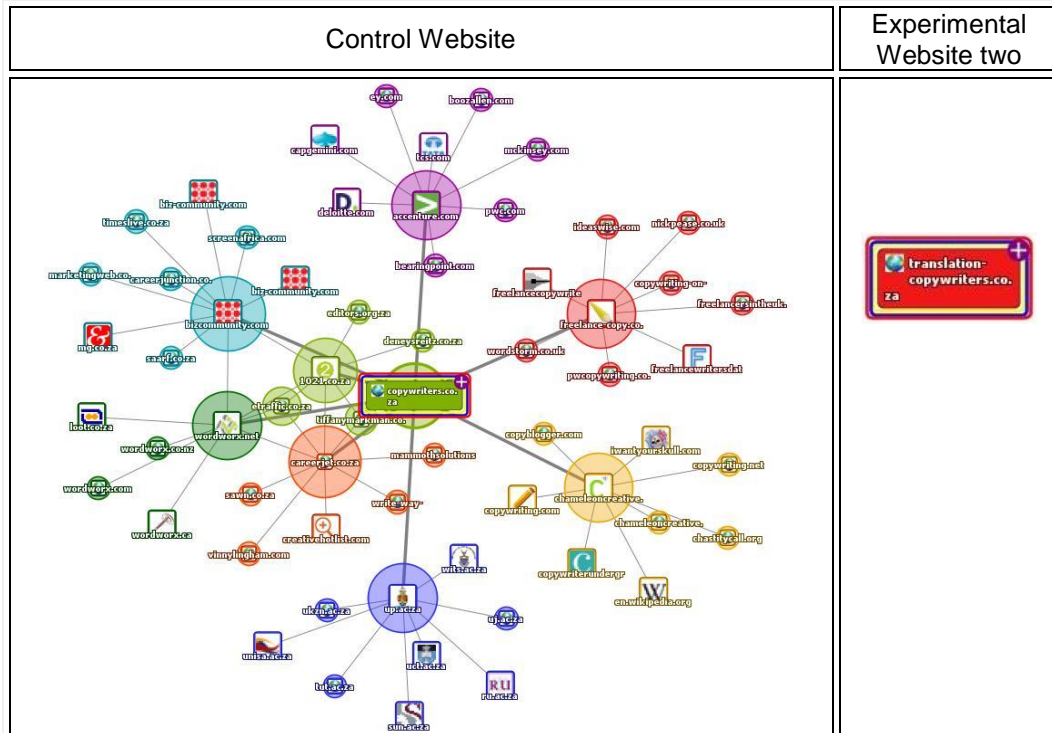
The *control Website* has been active on the World Wide Web since 2006 and consists of thirty-four Web pages and 17,114 words of content. Since its creation, search engines have successfully crawled and indexed it. As a direct result, the Website ranks relatively well for a number of targeted keywords on all three major search engines.

Search engine results consists of two types:

1. Organic (unpaid search result listing), governed by an organic ranking algorithm and occupies the primary real estate of the search engine result page.
2. Pay per click (paid search result listing), governed by a bid price and quality score algorithm and occupies the top (in some instances) and the right hand side of the search engine result page.

Over the years, the *control Website* has obtained a number of external links naturally. These links are referred to as inlinks and form part of the off-page search engine optimisation elements group. Although the traffic obtained through inlinks is called referrer traffic, the inlinks have a direct impact on organic rankings and thus organic traffic. Table 1 compares the *control Website* inlinks with the *experimental Website two* inlinks, indicating that the *control Website* (which has a number of inlinks) may have a slightly stronger search engine ranking impact over *experimental Website two* (which has no inlinks at all) at this point in time.

TABLE 1: Graphic comparison between the control Website inlinks and the experimental Website two inlinks



However, for the purposes of this study, referrer traffic and direct traffic (visitors typing in the Website domain directly into the browser) were disregarded as a traffic source and excluded from data collection.

4.6.2 Experimental Website

The traffic source for the *experimental Website* is pay per click. This Website was created in order to determine the effectiveness of Website usability attributes in terms of conversion (a *conversion* is defined as a Website visitor completing the contact form on the Web page with the intention of purchasing the product or service). For the purposes of this study, it was decided to focus on user feedback by means of measuring the number of conversions obtained from this Website.

Pay per click as a traffic source was considered ideal as it achieved two objectives:

1. Targeted pay per click traffic was directed to the *experimental Website*.
2. Although the *experimental Website* received pay per click traffic, the Website was still contained and isolated from other forms of Website traffic.

4.6.3 Experimental Website two

The traffic sources for *experimental Website two* include search engines (organic and pay per click), but excludes direct and referrer traffic as the Website is too newly created for these to be significant ways of driving traffic. The *experimental Website two* was launched on 1 July 2010 with 29 Web pages and 48,923 words of content. On 8 July 2010 the first search engine crawled and indexed the Website. The following four months a number of systematic changes were made to *experimental Website two* in terms of search engine optimisation. Each month, a benchmark ranking measurement was recorded as indicated in Table 2.

TABLE 2: Changes made to experimental Website two over a period of four months

Date range	Number of words added	Additional changes made to the Website	Date of benchmark ranking measurement
9 July 2010 - 7 August 2010	8,077	Unique content was added, Title tags were optimised, Metadata were optimised (descriptions and keyword tags), Header tags were inserted, Keyword emphasis was applied, Anchor text (for internal linking) was inserted on all Web pages.	8 August 2010
9 August 2010 - 7 September 2010	5,362	The primary changes made were the same as described above.	8 September 2010
9 September 2010 - 7 October 2010	5,726	The primary change made was the application of theming and internal linking, whereby certain Web pages were targeted in order to increase emphasis for ranking purposes.	8 October 2010
9 October 2010 - 7 November 2010	3,080	The primary change made on the Website was to increase keyword density, frequency and placement on all Web pages.	8 November 2010

The purpose of recording benchmark ranking measurements each month was to monitor predetermined keyword rankings across the three major search engines as changes were made to *experimental Website two*. It was expected that the Website rankings would improve as the search engine algorithm was better satisfied for a particular keyword or key phrase (Neethling 2008). Although good organic rankings do not guarantee financial success, it is perceived that they will improve organic traffic since, on average, 67 percent of search engine users do not look beyond the first search engine result page (Weideman 2009).

4.6.4 The primary experiment

The purpose of the primary experiment was to monitor keyword rankings across the three major search engines, comparing the *control Website* rankings to the *experimental Website two* rankings. The objective was to provide evidence that the search engine optimisation elements (content and keywords) that are in contradiction to Website usability attributes (content, text and media) are essential to implement in order to improve rankings. Each ranking experiment consisted of 130 predetermined keywords, which were identified by considering the following four factors (integrating them where possible):

1. brand (keyword association),
2. product (keyword association),
3. popular searched keywords,
4. as low as possible keyword competitiveness.

The rankings for each domain were separated into two groups (local and the Web (global)). Local rankings were performed on the Google.co.za dataset enabling pages from South Arica. The Web rankings consisted of Google.co.za (the Web), Yahoo!.com and MSN/Live/Bing (ZA) search engine datasets. Table 3 illustrates conceptually the rankings comparison matrix. This information is a tabular representation of the right most column of Figure 2.

TABLE 3: Primary experiment rankings comparison matrix

8 November 2010	Control Website	Experimental Website two
Local	X	X
The Web (global)	X	X
Local & the Web (combined)	X	X

Figure 2 is an illustration of the primary experiment combined with the triangulation experiment ranking.

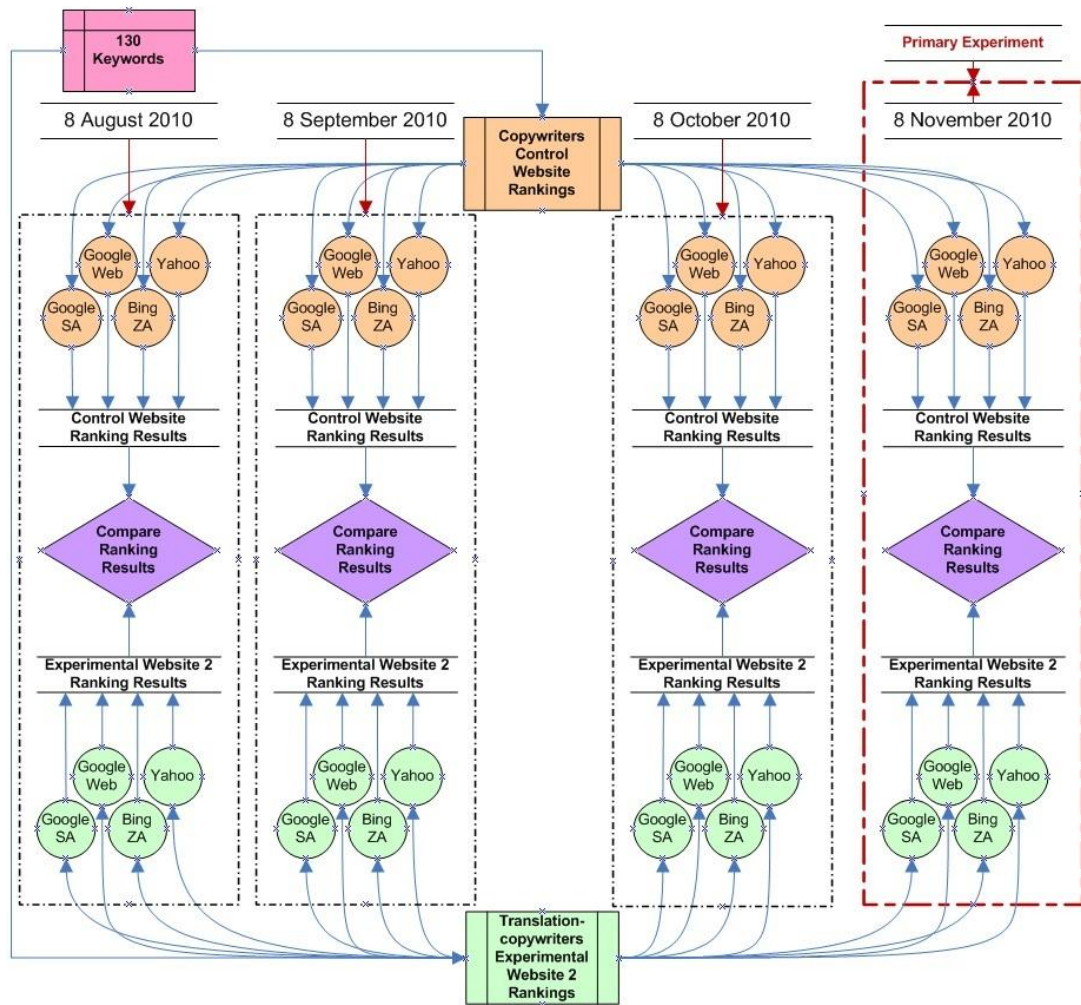


FIGURE 2: Primary experiments combined with the triangulation experiment ranking

4.6.5 Triangulation

For triangulation purposes, three additional benchmark ranking measurements were recorded.

4.6.5.1 Rankings

Local and the Web (global) benchmark ranking measurements were recorded each month for each domain from 8 August to 8 October 2010. The ranking results of the *control Website* were compared to the ranking results of *experimental Website two*. Table 4 illustrates conceptually the rankings comparison matrix over a period of three months.

TABLE 4: Rankings comparison matrix over three months

		Control Website	Experimental Website two
8 August 2010	Local	X	X
	The Web (global)	X	X
	Local & the Web (combined)	X	X
8 September 2010	Local	X	X
	The Web (global)	X	X
	Local & the Web (combined)	X	X
8 October 2010	Local	X	X
	The Web (global)	X	X
	Local & the Web (combined)	X	X

Although alterations were constantly made to *experimental Website two* during the four months, no changes were made to the *control Website* during the same time period.

4.6.6 Organic traffic

The organic traffic obtained for each domain was documented on a daily basis and grouped (monthly) using the same time frames as described above in rankings over a period of four months. Although *experimental Website two* drew fewer visitors compared to the *control Website*, the objective was to determine whether the organic ranking improvements had a direct impact on organic traffic increases.

4.6.7 Conversion

For the purposes of this study, the effectiveness of the Website usability attributes were determined by the number of conversions obtained. In order to best determine the effectiveness of Website usability, conversion testing had to occur on all three Websites (*Control Website*, *Experimental Website* and *Experimental Website two*) – refer to method.

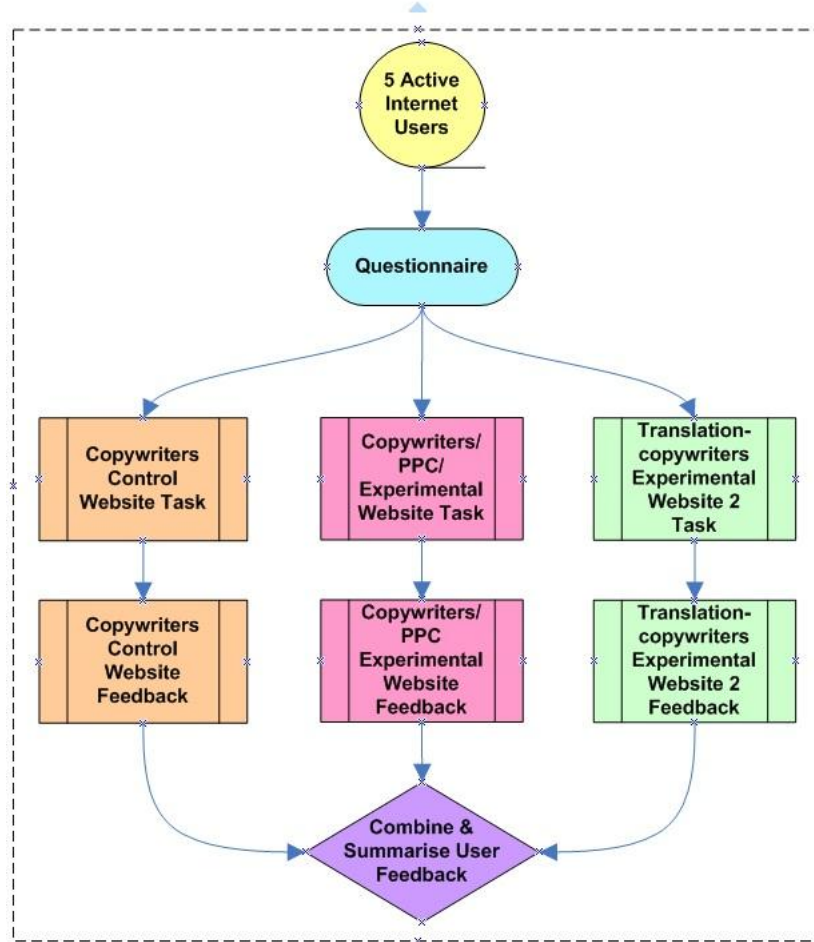
A pay per click campaign was started, which targeted service specific keywords and displaying the appropriate service advertisements. The same campaign was applied to all three Websites for a period of forty nine days and each campaign had a budget of R3,000. The number of conversions obtained from each Website during the campaigns was then compared, along with time spent on the Website and number of page views. The objective of the conversion experiment was to provide evidence that Website usability attributes (content, text and media) that are in contradiction to the search engine optimisation elements (content and keywords) are essential to implement in order to improve Website conversions.

4.6.8 Interviews

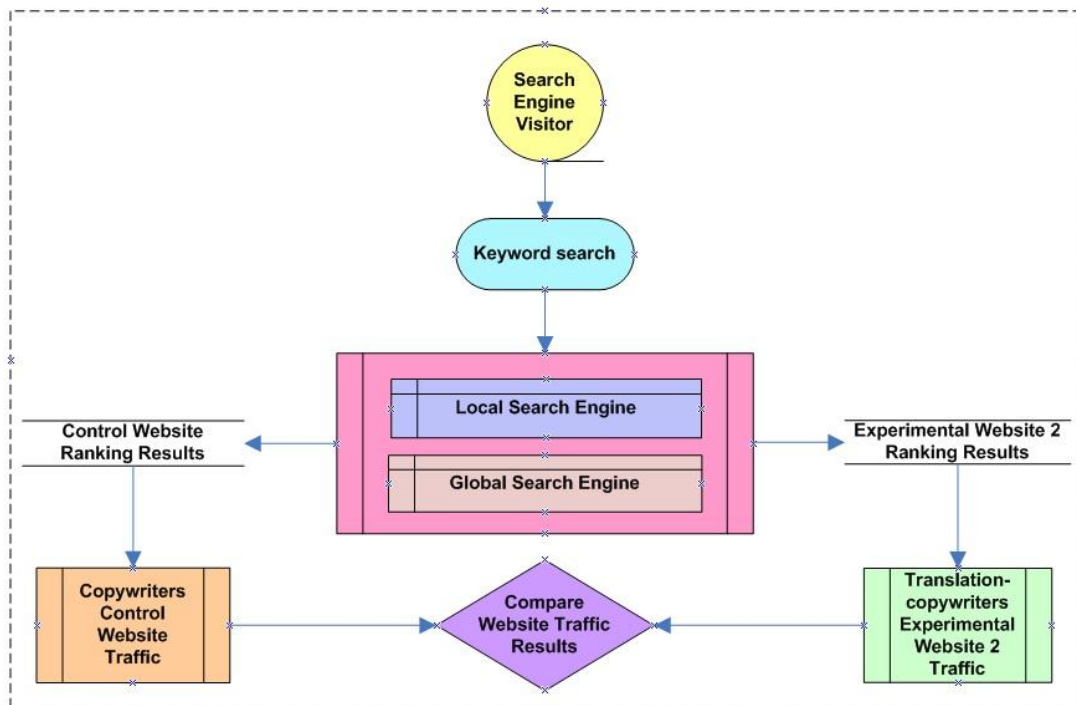
Nielsen (2003) and Krug (2006) found that testing only five users (at most) would be more than enough to identify the most important Website usability problems. Based on Nielsen's recommendation, interviews were conducted with each of the five randomly selected Website users with a minimum of eight years of Internet exposure and activity. The objective of the interviews was to (a) identify any Website usability attributes that may have been overlooked during the experiments and to (b) consider the opinions of actual Website visitors as opposed to theory only. While the interview questions were predominantly closed, three were open-ended, allowing the participants to add any additional Website usability comments and/or recommendations. The interviews were conducted in conjunction with a task. The users were instructed to enquire (convert) about one particular service (unique to each user) on the *control Website*, *experimental Website* and *experimental Website two*. Afterwards, they were asked a number of questions based on the contradictory Website usability attributes. The objective of the interview was to obtain user feedback regarding the importance of website usability attributes, reinforcing the contradiction argument.

Figure 3 is a graphical representation of the three triangulation experiments.

Questionnaire/Interview



Organic Traffic



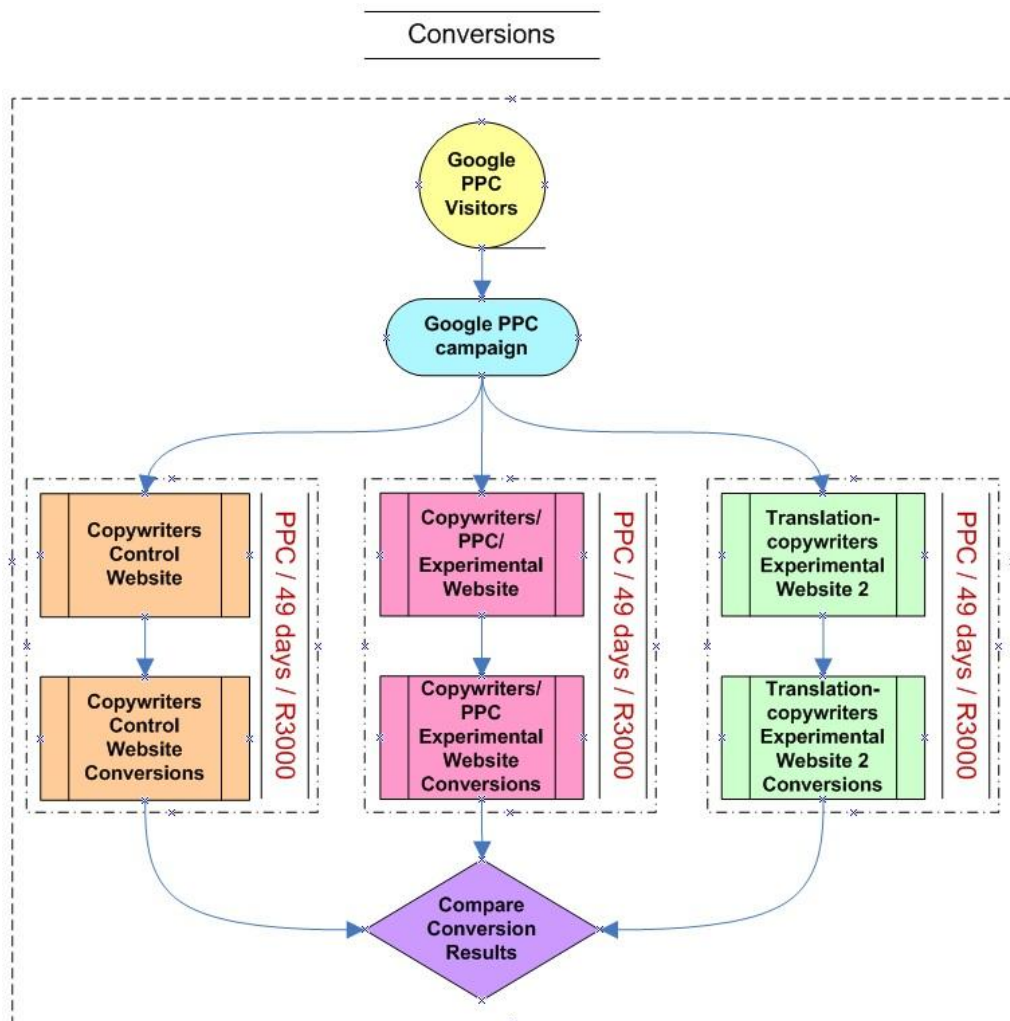


FIGURE 3: Triangulation experiments concerning questionnaire/interview, organic traffic and conversions

4.7 RESULTS

4.7.1 The primary experiment

The primary experiment was conducted on 8 November 2010, and Figure 2 illustrates this experiment. The statistical comparison conducted regarding the source and the Web page is as indicated in Table 3.

The results were statistically analysed by means of the univariate analysis of variance test. The purpose of the analysis was to determine whether the Web page to which the search was directed and the direction from which the search originated (global or local) had a significant effect on the position (ranking). This is referred to as the two-way analysis of variance as there are two independent variables: the source (global or local) and the Web page (*control Website* or *experimental Website two*). Table 5 demonstrates the results for the analysis of variance model having Web page and the source (global and local) for the independent variables, and positions (ranking) as the dependent variable.

TABLE 5: Analysis of variance model for the independent variables, Web page and the source (global or local)

Source	df	F	Sig.
Corrected Model	3	91.575	.000
Intercept	1	1600.275	.000
Global Local	1	206.694	.000
Web page	1	19.862	.000
Global Local * Webpage	1	3.193	.074
Error	1250		
Total	1254		
Corrected Total	1253		

Table 5 indicates that there is no significant interaction between the variables Web page and source (global or local). Therefore, the Web page to which the search was directed to together with the direction from which the search originated (global or local) does not have an significant effect on position (ranking), with the $F_{(1;1250)}$ –value of 91.575 and a p-value of 0.075 (being greater than 0.05).

However, Figure 4 reveals that the mean (average) for the two independent variables, Web page and source (global or local) in all instances for the *experimental Website two* is less than for *control Website*. This indicates that the *experimental Website two* retained better search engine rankings than *control Website*, considering that the smaller the figure associated to the actual search engine ranking position, the better the Web page ranks.

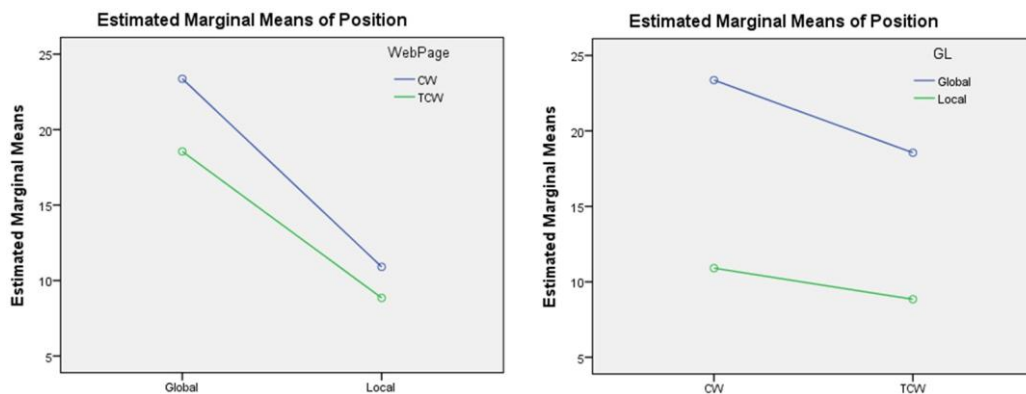


FIGURE 4: The means (averages) of the two independent variables, Web page and the source (global or local), in terms of search engine rankings

Additional results were obtained from the primary experiment and analysed by means of the univariate analysis of variance test to determine whether the Web page to which the search was directed had a significant effect on the position (ranking). This is referred to as the one-way analysis of variance as there is only one independent variable: the Web page (*control Website* or *experimental Website two*). The search engines were *combined* as a single

source and were thus not considered as an independent variable in this instance. Table 6 demonstrates the descriptive statistics for the independent variable web page.

TABLE 6: One-way analysis of variance using Web page as the independent variable.

Source	df	F	Sig.
Corrected Model	1	48.479	.000
Intercept	1	2212.362	.000
Web page	1	48.479	.000
Error	1252		
Total	1254		
Corrected Total	1253		

Table 6 indicates that the Web page to which the search was directed has a significant effect on position (ranking), with the $F_{(1,1252)}$ –value of 48.479 and a p-value < 0.001.

As illustrated in Table 5, the primary experiment statistics indicated that *experimental Website two* obtained better rankings compared to the *control Website* when considering the local search engine datasets: the Web (global) search engine datasets and local/global datasets combined. However, only the combined rankings of *experimental Website two* are considered significantly better than those of the *control Website*. The local and the Web (global) rankings of *experimental Website two* are not considered significantly better than those of the *control Website* at $\alpha = 0.05$; however, it is considered significantly better at $\alpha = 0.1$. This indicates that the local and the Web (global) rankings of *experimental Website two* are considered significantly better than those of the *control Website*, especially when compared with the previous month’s (October) rankings.

4.7.1.1 Rankings

The univariate analysis of variance test was also applied to rankings within each month. The ranking measurements occurred on 8 August, 8 September and 8 October 2010 as indicated in Table 4. As done with the primary experiment, the analysis was separated into two groups (one-way analysis of variance and two-way analysis of variance) for each ranking measurement separated by month.

1. 8 August 2010

One-way analysis of variance: $F_{(1,1129)} = 13.935$ and a p-value < 0.001 indicates that the Web page to which the search was directed has a significant effect on position.

Two-way analysis of variance: $F_{(1,1127)} = 1.528$ and a p-value of 0.217 indicates that the Web page to which the search was directed and the direction from which the search originated (global or local) does not have a significant effect on position.

2. 8 September 2010

One way analysis of variance: $F_{(1;1141)} = 13.347$ and a p-value < 0.001 indicates that the Web page to which the search was directed has a significant effect on position.

Two-way analysis of variance: $F_{(1;1139)} = 1.030$ and a p-value of 0.310 indicates that the Web page to which the search was directed and the direction from which the search originated (global or local) does not have a significant effect on position.

3. 8 October 2010

One-way analysis of variance: $F_{(1;1150)} = 33.002$ and a p-value < 0.001 indicates that the Web page to which the search was directed has a significant effect on position.

Two-way analysis of variance: $F_{(1;1148)} = 0.267$ and a p-value of 0.606 indicates that the Web page to which the search was directed and the direction from which the search originated (global or local) does not have a significant effect on position.

Although the p-values for the two-way analysis of variance appear to have increased each month, a significant decrease was measured in the primary experiment (November).

4.7.2 Organic traffic

The statistical analysis utilised for the organic traffic experiment was the linear regression analysis. The analysis entails calculating the index values of traffic over time, whereby the first traffic data (obtained on 8 August 2010) is perceived as base 100 percent and the subsequent traffic values are seen as a percentage increase or decrease.

The analysis done on the traffic obtained by *experimental Website two* indicates that the R-squared value = 0.1309, which indicates that 13.1 percent of the variation in traffic to the Website is solely owing to change in time.

An average line indicator was plotted on the graph to illustrate traffic growth over time. The mathematical model for this line is: $\hat{Y} = 39.359 + 1.828X$, where $X = \text{time}$. The coefficient for X (1.828) is significantly different from zero ($t = 4.287$, p-value < 0.001). The coefficient for X thus indicates that the traffic trend for *experimental Website two* is increasing significantly over time (see Figure 5).

The analysis of the traffic obtained by *control Website* indicates that the R-squared value is virtually zero, which indicates that the variation cannot be explained by the independent variable time.

An average line indicator was also plotted in the graph to illustrate traffic growth over time. The mathematical model for this line is: $\hat{Y} = 55.997 - 0.007X$, where $X = \text{time}$. The coefficient for X (0.007) is not significantly different to zero ($t = -0.096$, $p\text{-value} = 0.924$). The coefficient for X thus indicates that there is no significant trend for traffic for *control Website* over time (see Figure 5).

Table 7 demonstrates an R-squared value of 0.514, which indicates that 51.4 percent of the variation in traffic to both Websites is owing to changes in *time* and changes in Website. Table 7 also indicates that there is a significant Website effect and a significant *time* effect as well as a significant interaction effect of *time* with Website, as all the p-values are < 0.01 .

TABLE 7: A comparison between the two regression analysis average line indicators

Source	df	F	p-value	Partial Eta Squared
Model	4	64.526	0.000	0.514
Num1	1	17.709	0.000	0.068
Website	2	4.801	0.009	0.038
Website * Num1	1	17.984	0.000	0.069
Error	244			
Total	284			

Figure 5 combines the traffic data from both *control Website* and *experimental Website two* to illustrate the significant Website effect over time (TCW Index = *experimental Website two*; CW Index = *control Website*).

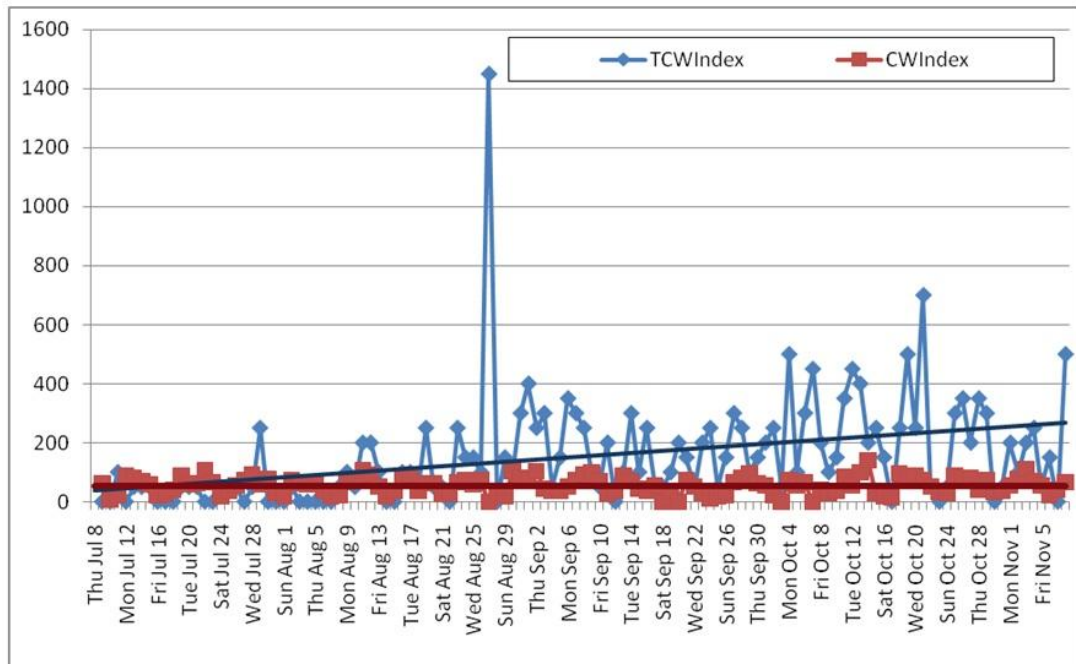


FIGURE 5: Illustrating a significant Website effect between control Website and experimental Website two over time

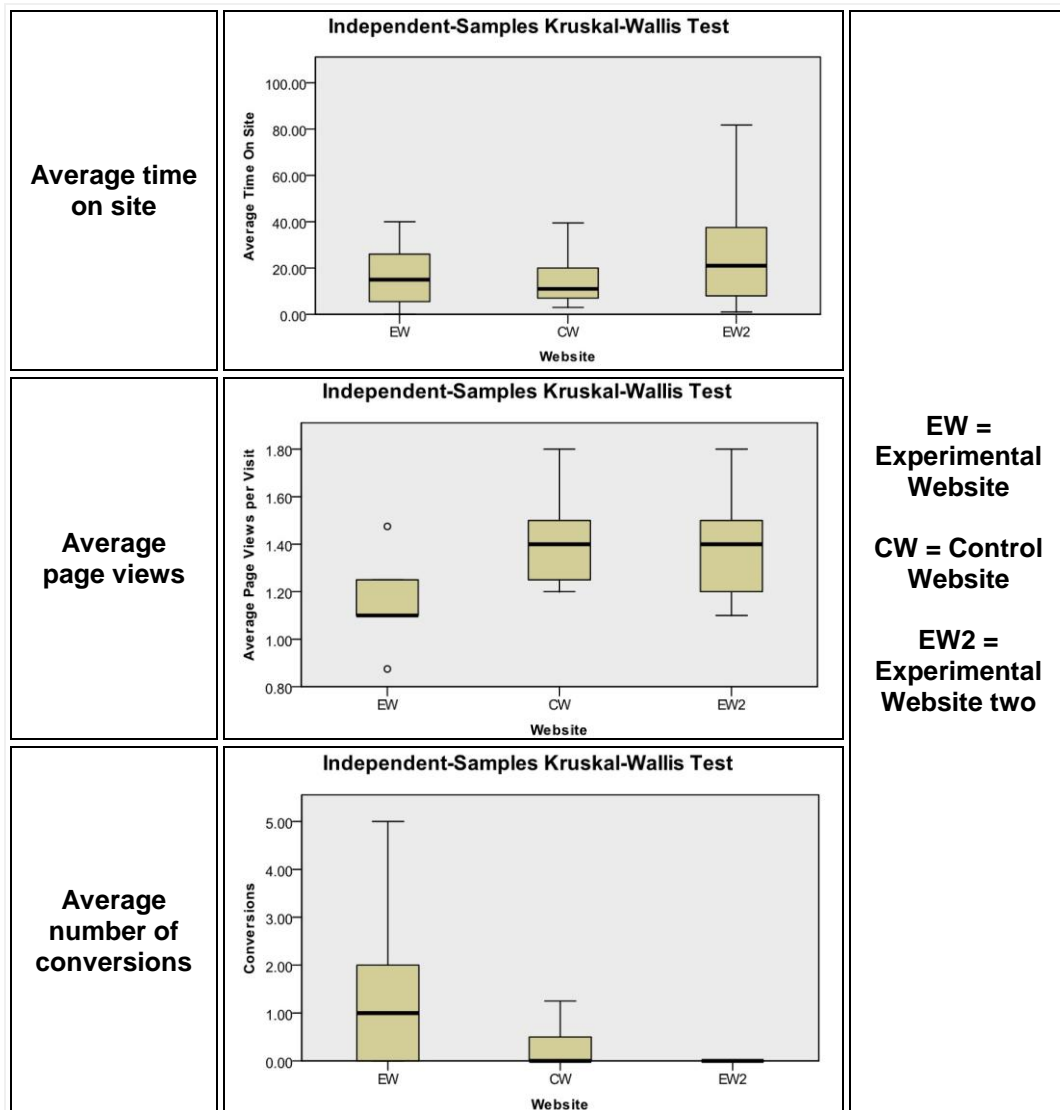
Despite Website traffic being obtained organically only, Figure 5 indicates an unusual spike in the *experimental Website two*'s traffic over a period of four days (25 to 29 August). Possible explanations for this radical traffic increase could include:

1. Excessive search engine activity surrounding copywriting specific keywords could have occurred unexpectedly during the specified time period, resulting in increased Website traffic.
2. Search engine algorithmic experiments may have temporarily radically improved *experimental Website two*'s rankings, increasing Website traffic.

4.7.3 Conversion

The results obtained from conversion were analysed to determine whether there is a statistically significant difference in the measured variables between *control Website*, *experimental Website* and *experimental Website two*. The variables that were measured are the average time on site per visitor, the average page views per visit and the average number of conversion obtained per visitor. Since the data was not normally distributed, it was decided to utilise the Kruskal-Wallis test to inspect the differences between the variables. Table 8 provides three illustrations, one for each variable, indicating the significant and non-significant differences between the three Websites.

TABLE 8: Indicates the significant and non-significant difference between the three Websites for each variable



The Kruskal-Wallis test is a non-parametric analysis of variance test. It compares the way in which the data is distributed, the mean, median minimums as well as maximums and percentiles to see if the variables have a similar distribution. In Table 8, the *average time on site* illustration indicates that the distance from minimum to maximum from *experimental Website* to *experimental Website two* is relatively small with a test statistic value of 5 and a p-value of 0.062. Owing to the p-value not being < 0.05, the null hypothesis is retained, indicating that no significant difference exists between *experimental Website*, *control Website* and *experimental Website two*.

Average page views and *average number of conversions* conversely indicate that the distance from minimum to maximum from *experimental Website* to *experimental Website two* is quite large with test statistic values of 42 and 16 respectively. The calculated p-values were < 0.001 for both the *average page views* and *average number of conversions*, rejecting

the null hypothesis; thus indicating that a significant difference exists between *experimental Website*, *control Website* and *experimental Website two* for both variables.

4.7.4 Interviews

As part of better understanding the visitor's Website experience, it was deemed prudent to obtain opinions of actual Website visitors. Each one of the five randomly selected visitors was required to complete a unique task, compelling all visitors to follow the entire *conversion* process, thus proving sufficient feedback regarding their Website experiences on all three Websites (*control Website*, *experimental Website* and *experimental Website two*).

Accumulated interview results obtained from all five respondents indicate that Website usability attributes identified (security, trust and credibility) are considered to be one of the most important factors when a visitor is deciding whether or not to interact with the Website. Although Nielsen and Pernice (2010) have determined that only one to two percent of visitors may actually look for the privacy policy and/or contact us page, it is strongly suggested that both should be listed in the primary navigation as it profoundly increases the Website's credibility and trust. Client testimonials, company information and company contact details all form part of the identified Website usability attributes, which according to the respondents should be present and highly visible on all Websites. Company feedback forms were not considered a critical Website usability attribute.

All five respondents also indicated that too much content (text) on any given Web page is a major concern and is considered an obstacle when attempting to interact with the Website. In addition, the respondents identified that the accessibility of the contact form had a significant impact on whether or not the form would be discovered, completed and submitted. In fact, four respondents indicated that on-page contact forms made the conversion process a great deal easier.

Some additional comments were made regarding the collapsible navigation. This was initially considered an obstacle as it was not clearly indicated; however, when the functionality was understood, the comments changed. The collapsible navigation was perceived as very useful, allowing respondents to access information as and when needed.

In summary, the interviews were conducted to (a) identify any Website usability attributes that may have been overlooked during the experiments and to (b) consider the opinions of actual Website visitors as opposed to theory only. The majority of the participants perceived certain search engine optimisation elements as obstacles. These findings indicate and support the existence of search engine optimisation and Website usability contradictions.

4.8 DISCUSSION

The primary objective of this research project was to determine if the identified on-page search engine optimisation elements (content and keywords), which are in contradiction to the Website usability attributes (content, text and media), have an impact on conversions. Owing to search engine algorithms consistently changing on a daily basis, it was deemed prudent to first determine whether the identified on-page search engine optimisation elements have a direct impact on Website rankings.

The results obtained from the primary experiment provided evidence that on-page search engine optimisation elements have a direct impact on improved Website rankings, regardless of the Website age and other off-page search engine optimisation elements such as in-links that were not applied to the *experimental Website two* (see Table 1). Although the results indicate that the search engine from which the search originated does not have a significant effect on rankings, it was determined that in all instances the rankings for the *experimental Website two* were significantly better than those of the *control Website*. The triangulation experiment rankings indicate that *experimental Website two* experienced significant ranking improvements (compared to the *control Website*) in the first month after it had been indexed by search engines. The ranking improvements continued to remain significantly better than those of the *control Website* for the following months, indicating that the alteration made to the *experimental Website two* during the experiment are also deemed important on-page search engine optimisation elements (including the application of keyword density, frequency and placement on all Web pages as well as theming and internal linking). The primary experiment results thus indicate that the application of on-page search engine optimisation elements is essential to improve search engine rankings.

The organic traffic experiment was considered to be an essential experiment, owing to search engine optimisation being a direct impact factor on the number of visitors to any given Website. Although the *experimental Website two* did not draw as many visitors as the *control Website*, the experiment did provide evidence as to the *experimental Website two* experiencing significant traffic growth over time owing to the application of search engine optimisation. Conversely, the *control Website*'s traffic growth was virtually zero over the same period of time.

The primary and the organic traffic experiment provide evidence that the application of on-page search engine optimisation elements can improve rankings, which in turn can improve Website traffic. Website owners may assume that increased traffic should increase the number of conversions, which in turn may increase the return on investment. Although this may appear to be true from a certain perspective, it is not the number of conversions alone that is important, but the number of conversions obtained from the amount of Website traffic (conversion/traffic ratio) that is important. Cost per conversion (the amount spent to obtain a sale) is often calculated for benchmarking purposes. Increased Website traffic should by

default increase the number of conversions obtained, but will not necessarily reduce the cost per conversion considering the conversion/traffic ratio. Reducing the cost per conversion is essential for sustaining any business, and this is dependent on what visitors do once they arrive on a conversion oriented Website. Website usability thus becomes significantly more important once a visitor arrives on the targeted Web page, where the objective of increasing the number of conversions is prioritised.

The experiment conversion was conducted to assess Website usability from three angles:

1. the business factor - *Control Website*.
2. the Website usability factor - *Experimental Website*.
3. the search engine optimisation factor - *Experimental Website two*.

The results indicated that the *average time on site* was not significantly different between the three Websites. However, the *average number of page views* and *average number of conversions* obtained were considered significantly different. According to Google Analytics (2011), a visitor who leaves a Website in a very short time span and/or views only a single Web page is considered a bounce. Google argues that a high bounce rate (number of visitors that bounce within a particular time frame considering the total number of visitors obtained within that time frame) is due to Web pages that do not satisfy the visitor on entry (i.e. *bad first impression*). The results obtained in the conversion experiment indicate otherwise as the usability Website (*experimental Website*) experienced a relatively high bounce rate but also the highest number of conversions compared to the other two Websites. The results also demonstrate that the *experimental Website two* obtained zero conversions and the *control Website* obtained an insignificant number of conversions. This indicates that not only is the application of Website usability attributes essential to improve conversions, but that the application of on-page search engine optimisation elements (that contradict Website usability) may negatively impact the process of obtaining conversions.

In addition to the conversion experiment, an interview experiment was conducted, taking into account the actual user experience and making allowance for any Website usability attributes possibly overlooked by the current authors. The respondents' Website of choice was the *experimental Website*, emphasising the importance of applying the identified usability attributes. Certain contradictory search engine optimisation elements were clearly identified as obstacles by the majority of respondents. A number of comments were made regarding the navigation and the on-page contact forms. The general consensus was that the primary navigation structure was very useful (once the functionality was understood) and that the on-page contact forms assisted the conversion process, avoiding any unnecessary clicks. Although the on-page contact forms were perceived by the respondents to be very useful, the functionality encourages a single page view conversion. This unfortunately increases the bounce rate, which may actually be exploited by the search engine Google as an organic ranking algorithm element.

Limitations

1. Search engine optimisation elements experimented with in this study are restricted to on-page elements only, meaning those elements over which only the website author has control of.
2. Only Website usability attributes (content, text and media) and search engine optimisation elements (content and keywords) that are in contradiction were considered in this study.

4.9 CONCLUSION

The results obtained from all the experiments clearly indicate the importance of applying both Website usability attributes and search engine optimisation elements to ensure the success of a conversion orientated Website. The results also indicate that some Website usability attributes (content, text and media) contradict certain search engine optimisation elements (content and keywords), which have a direct impact in the process of obtaining conversions. Although search engine algorithms constantly change, certain fundamental elements will remain the same, such as the artificial intelligence programs which have to crawl, index and arrange the search results through an organic ranking algorithm. Owing to the search engine automation process, the artificial intelligence programs will always depend on certain elements for interpretation which, as always, can (and in all probability will) be exploited by those who attempt to manipulate the system.

Search engines will continuously move towards improving their search results. It already appears as if search engines are moving from semantics to reasoning, whereby the search engines will eventually start providing accurate results based on known facts (e.g. interests and Internet activity as discussed in social media and email accounts) as well as making certain assumptions. This however does not mean that the way in which search engines interpret Web pages will necessarily change. Thus, Website usability per se may always be a challenge from a search engine's view, especially when considering that users will also continuously adapt to their surroundings.

Further Research

The next logical step would be to create a search engine optimisation / Website usability model, whereby the contradictory elements / attributes are to be evaluated in order to find a happy medium, which can then be applied to an experiment whereby the results can be scrutinized.

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4.14 SUMMARY

The purpose of the primary experiment was to monitor keyword rankings across the three major search engines, comparing the CW rankings to the EW2 rankings. The 130 predetermined keywords are available in Appendix 2F. Although the primary experiment transpired over four months, only the final month's (November 2010) rankings were considered as the primary experiment. The rankings conducted during the three months (August, September, October) prior to November, form part the triangulation ranking experiments. The ranking data pertaining to the CW and the EW2 (for the 130 keywords) are separated into two groups, Global (Appendix 2K) and Local (Appendix 2L), ordered according to month within each group.

Apart from the triangulation ranking experiment, three additional triangulation experiments were conducted, which are separated into three components, namely organic traffic, conversion and interviews. The organic traffic experiment transpired over four months, with commencement in July and termination in November, coinciding with the ranking experiments. The organic traffic experiments have been separated into two groups, CW search engine traffic (Appendix 2I) and EW2 search engine traffic (Appendix 2J).

The conversion experiment was conducted as a separate experiment, whereby a PPC campaign (with a budget of R3 000) was applied to all three Websites (CW, EW and EW2) independently for 49 days. The conversion data pertaining to the PPC conducted on each of

the three Websites is available in Appendix 1B (EW), Appendix 2G (CW) and Appendix 2H (EW2).

Finally, interviews were conducted with five active Internet users. The questions presented to the participants are available in Appendix 2M. The questionnaire pertaining to Chapter 4 (journal Article 2) is relatively similar to the questionnaire presented in Chapter 3 (journal Article 1), with minimal changes with regard to the questions pertaining to the EW2.

The statistical data pertaining to the position and page for the CW and the EW2 is available in Appendix 2N, separated by month. The linear regression analysis on traffic data obtained from both the CW and the EW2 is available in Appendix 2O. Lastly, the statistical analysis conducted on each descriptive which was grouped according to the Website considering the means (average) of each variable is available in Appendix 2P.

The author utilised the statistical data analysed in both Chapter 3 (journal Article 1) and Chapter 4 (journal Article 2) to create a fused SEO and WU model. The model is required to identify the contradictory elements / attributes (no matter how insignificant they may appear) and propose solutions to each contradiction.

CHAPTER 5

JOURNAL ARTICLE 3

5.1 JOURNAL ARTICLE 3

The purpose of Chapter 5 (journal Article 3) is to scrutinise and interpret the research results obtained in Chapter 3 (journal Article 1) and Chapter 4 (journal Article 2) with the intention of creating a fused SEO and WU model. In addition, the author intends to contemplate spamdexing in terms of how visitors perceive and interact with search engines, concerning the marketing impact of search results, which may have a direct impact on the Website experience.

This journal article has been submitted to the International Journal of Human-Computer Interaction and the authors are awaiting the outcome of the review process.

5.2 TITLE

Fusion of website usability and search engine optimization

5.3 ABSTRACT

Purpose: *In this research the objective was to establish a relationship between search engine optimization and website usability, in an attempt to provide guidance to industry. Evidence was found that there is a discrepancy between the perceived role of search engines and website usability.*

Design and Methodology: *Three test websites were designed, each with different combinations of usability, visibility and other attributes. The conversions and financial spending on these experimental websites were recorded and analysed. Finally, a model was designed which fuses search engine optimization and website usability.*

Findings: *Initially it appears as if website usability and search engine optimization complement each other. However, some contradictions between the two, based on content, keywords and its presentation became evident. These contradictions are not supported by industry experts, although they agree on the existence of the individual elements. A new model highlights both the complementing and contradictory aspects.*

Originality: *No evidence was found of any previous empirical experimental results which could confirm or refute the claims made by the model. In the fast-paced world of competition amongst especially commercial websites, this proof has much value and originality to any organization where its website plays an important role.*

Conclusion: *Achieving high search engine rankings through whichever method is not enough. It has been proven that Internet searchers want to engage with a website, once found, in a satisfactory way, in line with the business objectives of the website owners.*

5.4 INTRODUCTION

Small to medium-size enterprises (SMEs) make up approximately 95 percent to 98 percent of all businesses in the majority of countries. These SMEs provide a multitude of work opportunities and are considered essential for any country's economic growth (Samujh, 2011). Information technology (IT) is also considered to be a main driver of an economy, facilitating the growth of SMEs through expansion into new markets, overcoming obstacles, allowing for quicker response to the change in consumer patterns, and permitting SMEs to compete internationally (Thurasamy *et al*, 2009). Internet-based technology is recognised as a significant portion of IT and is often perceived as an investment which drives innovation (Oliveira and Martins, 2010).

In order for SMEs to sustain financial growth, a marketing system must be adopted whereby the middle ground between the buyer's and the seller's decision making process should be facilitated (Layton, 2011). In recent years, many SMEs have adapted to e-marketing, allowing for dynamic business growth, thus changing the shape and the nature of business by not only overcoming threats, but also creating new business opportunities (El-Gohary, 2010). Owing to e-business, e-marketing, e-commerce and Internet user activity, SMEs often utilise websites to present and market products and/or services, as the Internet is fast becoming a communication, commerce and marketing medium that is changing business globally (Canavan *et al*, 2007; Kúster, and Vila, 2011; Visser, 2006).

The Internet, as such, is not an entity. Rather, it consists of billions of Web pages hosted on hundreds of thousands of Web servers across the globe, which are interconnected by means of the Internet protocol (IP). The Internet can thus be perceived as a communication mechanism as it contains information on almost anything, which can be accessed from anywhere and at any time. The sheer volume of information obtainable, along with the number of Web pages being added and/or removed on the Internet daily, makes it almost impossible to catalogue all available Internet information along with sources. Owing to Internet users not knowing what they do not know, a need for facilitation exists between the Internet user in terms of the information required and the information available on the Internet (Visser, 2006).

Prior to the necessity of automated search engines, when the volume of information on the Internet was insignificant, documents on the Internet (along with their sources) were collected and listed manually and keywords/phrases were associated to each document describing the content (indexation). ALIWEB (released to the public in 1993), was considered to be one of the first search engines of any kind, combining both manual and automated indexation (Visser, 2006). Since 1993, search engine development progressed

rapidly, in both the method utilised to index information on the Internet as well as the method used to provide the searcher with the most relevant information available on the Internet in the shortest period possible, considering the searched query. The results presented to the searcher are known as the Search Engine Result Pages (SERPs) and are divided into two sections: organic (occupies the primary real estate of the SERPs) and Pay Per Click (PPC occupies the right-hand side and in some instances the top of the SERPs). Today, three major search engines dominate the market share: Google, Bing and Yahoo!, of which Google is by far the most popular (Carpineto *et al*, 2009).

In order to best satisfy the searcher's need, the indexed information most relevant to the searcher's query must be extracted and presented to the searcher for scrutiny. This, however, is a rather complicated process owing to the sheer volume of information available on the Internet. Search engines must index this by means of an artificial intelligence programs, and rank it appropriately by means of an organic ranking algorithm. The inner algorithmic workings of a search engine are essential as searchers are often more interested in the quality of the search result as opposed to the quantity (Yang *et al*, 2007). Research has provided evidence that on average, searchers view no more than three SERPs for any particular search query. In fact, the closer any particular webpage ranks to the first position on the first SERP, the higher the chances are for that particular webpage to be viewed by a searcher (Weideman, 2009).

5.5 LITERATURE REVIEW

Soon after search engines became popular, it was determined that between 42 percent and 86 percent of all websites were discovered through search engines (Thurow, 2003). More recently, it was established that almost 85 percent of all e-commerce started with a query submitted to a search engine (Murphy and Kielgast, 2008). These statistics make e-marketing a crucial component from a business perspective and is the very reason why organic ranking algorithms are kept confidential in order to avoid abuse (Jerkovic, 2010). An in-depth look at literature on search engine optimisation, website usability and spamdexing is prudent at this stage.

5.5.1 Search Engine Optimization (SEO)

SEO is the process of making alterations to a website, emphasising semantically themed keywords for search engines with the intent of improving website rankings, which in turn improves the website's likelihood of being found in the SERPs (Weideman, 2009). The head Google spam engineer has indicated that the Google organic ranking algorithm consists of approximately 200 elements, suggesting that Google considers 200 on- and off-page elements, which determine the relevancy of the search results presented in the SERPs (Cutts, 2010). Many industry experts speculate as to what these elements are, along with the weight assigned to each element based on results when conducting their own experiments.

Over the past few years, search engines have been placing more emphasis on latent semantic indexing and analysis moving rapidly towards reasoning. The methodology is based on understanding the search query in context from the searcher's perspective. Search engines can attempt to determine the context of a search query based on past searches conducted, although this may appear to be almost impossible. Search engines do this through analysing the estimated time spent on a website before returning to the search engines in order to submit a refined query, as well as discussions on social networks that provide integrated and associated search engine results. The foundation of the methodology is based on the fact that search engines have an interpretation of current indexed information. Thus, search engines may actually be able to better interpret the current indexed information by associating the search query to the indexed content based on searcher behaviour patterns. By monitoring ever-changing searcher behaviour patterns, search engines could constantly be reorganising search results by relevancy.

Google (along with other search engines) allow users to opt into the sharing of data (anonymously or identified) with Google. It has been estimated that more than 400 million searches are conducted each day on the Google search engine (Enge *et al*, 2010; Google, 2011a). The vast amount of interpreted data extracted anonymously alone, could provide search engines with sufficient information to make an appropriate interpretation of searched queries. Google's predictive search functionality is but one example of how Google is utilising searcher behaviour patterns based on popularity (see Figure 1).

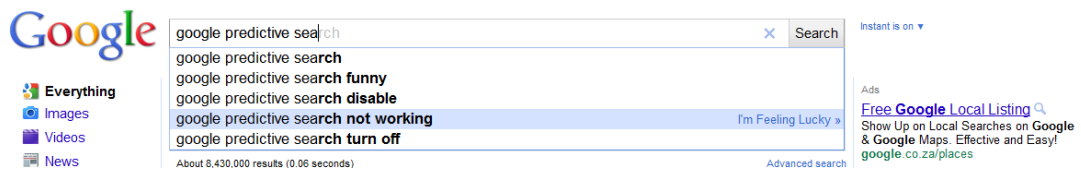


FIGURE 1: Google's predictive search functionality

Search engines also depend on editorial judgement, commonly known as link popularity, to better interpret and determine the relevancy of the current indexed information. A link from a credible website would be perceived by the search engines as a good quality link, thus applying a positive 'vote' towards the website at which the link is directed. A credible website can therefore only be perceived credible by search engines if the links obtained are from other credible websites, indicating that the quality of links obtained is of more importance than the link quantity. Furthermore, the content on the website from which the link originated and the content on the destination website of the same link need to be associated in some way from a theming perspective. The anchor text (keywords utilised in the actual link) is of great importance and should ideally be aligned with the destination webpage's semantic themes and targeted keywords if the link is to be considered worthy (Thurrow, 2008).

Although search engines regularly provide relevant results, more often than not non-relevant results still appear in the SERPs. In a perfect world, SEO marketers could assist search engines by ensuring that only white hat SEO tactics are applied to any given website, thus 'cleaning' up the Internet and reducing spamdexing. Unfortunately, as long as money can be earned through spamdexing, search engines will have to generate new ideas and organic ranking algorithm updates in order to discourage black hat SEO tactics, which should eventually result in the reduction of spamdexing.

5.5.2 Spamdexing

The search engine revenue model is primarily based on PPC advertising. The search functionality is, however, available at all times and is considered free to public use. Search engine success is still dependent on providing relevant results to the searcher in the shortest period possible as non-relevant and/or slow results may deter searchers from utilising that search engine. Non-relevant results could thus have a direct impact on the search engine's revenue.

Owing to the direct association between search engine rankings and searcher behaviour regarding the viewing of SERPs, it becomes apparent that website owners may attempt to manipulate the search engine rankings in order to increase their business's exposure. Spamdexing (also known as search engine spam) refers to websites that attempt to deceive the search engines, whereby the results provided to the searcher are non-relevant when considering the search query (Weideman, 2009). Search engines consider this behaviour as unscrupulous and unsolicited. As a result, major search engines employ engineers who focus solely on eliminating spamdexing. However, search engines do not publish their preventative spamdexing rules, but instead publish their mostly vague best practice guidelines. This is done in order to protect their organic ranking algorithm as it forms part of the very foundation of their revenue model (Enge *et al*, 2010).

Spamdexing can occur on two levels: content manipulation and link structure manipulation. Content manipulation is restricted to on-page factors - elements over which only the website author has control. In the earlier days, search engines depended primarily on what the artificial intelligence (spider) could see during indexation. This allowed website authors to manipulate the webpage structure in such a way that some content may not be visible to the search engine spider but only to the visitor and vice versa. Furthermore, targeted keywords were often included and/or repeated a number of times on a particular webpage (keyword stuffing), whereby the webpage content would not make contextual sense to a visitor. Search engine spiders, however, would prioritise the keyword irrespective of the website's semantic theme for ranking purposes (Wu and Davison, 2006). This is becoming less of a problem today as the search engine's algorithms have become more dependent on link popularity. This conversely discloses the opportunity to link structure manipulation. Owing to the

importance of link popularity in terms of the organic ranking algorithm, it should be noted that link popularity manipulation is a lot more difficult to detect than content manipulation.

In the past, it has been found that black hat SEO marketers sometimes sell apparent undetectable spam methods. Google engineers, however, have indicated that spamdexing is not undetectable (Cutts, 2007). This is an interesting statement considering the recent findings of spamdexing in the Google SERPs due to link manipulation. The JC Penney fiasco provided more than enough evidence indicating that the Google's best practice guidelines regarding link schemes could be considered as nothing more than interesting reading (Google, 2011b). An article published in the New York Times discovered that a company known as JC Penney (a department store chain) obtained over 2 000 links, mostly from non-related websites, varying from nuclear engineering and property portholes to casino focused websites, all with the appropriate JC Penney themed anchor text (Segal, 2011). Although the JC Penney website appeared to have participated in search engine prohibited link schemes, the website still maintained high rankings for a number of targeted terms in the Google SERPs. This discovery convinced SEO marketers to believe that link farms and off-topic website linking schemes still have a positive ranking impact irrespective of Google best practice guidelines. The recent Google organic ranking algorithm update 'Panda' (as a direct result of the JC Penney fiasco), is another attempt at fighting spamdexing and enforcing prohibited link schemes.

Spamdexing is increasing significantly, simply since there is money to be made. Unfortunately, search quality cannot be easily measured owing to search result quality being relative to the searcher's perspective concerning the search query. Ultimately, an automated algorithmic solution may not be the best way to solve the spamdexing problem. The different search engines may actually have to collaborate in order to find an effective solution. It is, however, interesting to find that the Google search engine as such may to a certain extent be responsible for a number of spamdexing websites. Google AdSense ads (which forms part of PPC advertising) are displayed on personally owned websites as opposed to on SERPs. Websites containing AdSense ads are in some circumstances created with the sole purpose of obtaining visitors who may potentially click on any of the displayed AdSense ads. With every click on any of the AdSense ads, Google earns money as does the author of the website displaying the AdSense ads. Therefore, certain search engines may in all probability first have to look at their revenue model and the functionality thereof before being able to successfully address the spamdexing problem (Cutts, 2011).

5.5.3 Website usability (WU) / User experience (UX)

Visitors to a website mostly have specific questions regarding a particular problem/need (Eisenberg *et al*, 2008). Although search engines may be perceived as facilitators, they must still address the searcher's need in terms of finding the appropriate website associated to the search query. Searchers have come to understand that search engines attempt to provide

the most relevant results first. This implies that if the “correct” result has not been obtained within the first three SERPs, the remaining results will in all probability also be irrelevant. Owing to search engines not always fully comprehending the search query from the searchers perspective - resulting often in providing non-relevant and/or spamdexing results - searchers are required to frequently alter their search query in order to clarify the information need. Figure 2 illustrates a typical searcher’s information finding process.

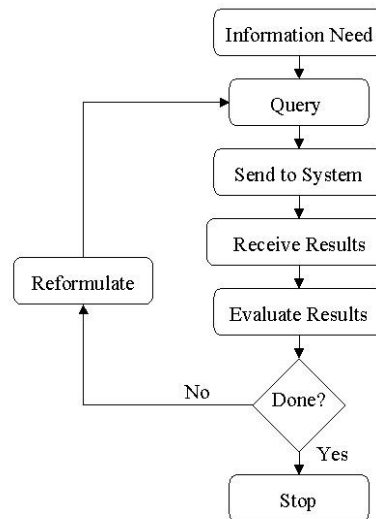


FIGURE 2: Standard information access process (Baeza-Yates and Ribeiro-Neto, 1999)

Searchers seldom leave the search engine if their information needs are not met. The reason for this is that the search engine is the facilitator and there are not many alternatives (in layout and/or functionality) that can guarantee that the information needs will be met. Websites on the contrary are treated somewhat differently by visitors.

The intentions and motivations for visiting websites can be categorised as follows:

- Exploration
- Information
- Entertainment
- Shopping

Whatever the reason for visiting a website, the website is created and exists for information-, opinion-, marketing purposes and/or for financial gain in one way or another. WU addresses the functional application of information concerning the visitor’s ability to interact successfully with that information. The goal is thus to remove any obstacles that may impede the visitor’s experience when interacting with the website (Eisenberg *et al*, 2008). Therefore, WU defines the quality of the visitor’s experience as it addresses the mechanical and the persuasive usability problems (Visser and Weideman, 2011a; Visser and Weideman, 2011b). WU statistics have indicated that there is only a 12 percent probability that a visitor may revisit

any given website, indicating that once a visitor is lost due to the lack of WU, the visitor is almost always lost for good (Nielsen and Loranger, 2006). WU should therefore be considered as important (if not more important) than SEO, which in turn emphasises the importance of fusing SEO and WU.

SEO is considered to be an online marketing strategy. The bases of the SEO strategy is to address the website design, architecture and content in such a way that the search engine artificial intelligence (crawler) can make the appropriate interpretation in terms of the themed keywords, and rank the website accordingly. Strictly speaking, the goal of SEO is to satisfy the search engine artificial intelligence and organic ranking algorithm by aligning the targeted themed webpage content with the semantically interpreted keywords when considering the appropriate search query. Although the website is ultimately created for the visitor, the visitor may initially not be aware of the website's existence. The fact that a searcher is never fully aware of all the relevant websites on the Internet for a particular search query, dictates the necessity of a search engine that will provide the searcher with the most relevant results based on the organic ranking algorithm's interpretation. Although these search engine results are created dynamically, the results are still subjective, dependant on the organic ranking algorithm which often provides irrelevant and/or spam results. In addition to this, the ideal website result may not have been listed (or listed very low down) in the SERPs, owing to those websites that were not visible to the search engine artificial intelligence (or did not appropriately satisfy the organic ranking algorithm). The search engine artificial intelligence and the organic ranking algorithm are dependent on a number of preprogramed rules that correspond with the conceptual model of the Internet. This indicates that if a website is not crawled and indexed by the search engine artificial intelligence, then that website cannot possibly rank in the SERPs. Furthermore, if the organic ranking algorithm does not make the appropriate interpretation of the webpage, then that webpage may not rank at all for the targeted keyword. In summary, website authors must consider the search engine optimization guidelines (SEO elements) as a priority during website design and development if the intention is that search engines are to crawl, index and rank the website for targeted keywords.

WU should not be interpreted as the usefulness of the website from a personal angle. Instead, WU should be considered as a task-orientated function from an anonymous, yet personal perspective. It is important for any visitor to know intuitively, exactly how to accomplish specific tasks on any given website. WU thus addresses effectiveness, efficiency, learnability, memorability, error recovery and satisfaction of any given website (Thurrow and Musica, 2009). Although WU is not governed by artificial intelligence or an algorithm, a number of WU attributes could be applied to any given website in order to improve the WU. All websites are different; however, the fundamental attributes remain the same in terms of how visitors interpret Web pages. The actual design of a website is considered a crucial component of WU, and by making use of graphical and textual signals, the visitor should at any given point be able to identify the current location, as well as the

process involved in order to reach the desired destination while considering the business objective.

5.6 METHODOLOGY

The impact of Search Engine Optimisation on a website largely depends on the sum total of all SEO elements being combined and deployed simultaneously. WU, conversely, addresses the functional application of information considering the visitor. This hypothesis was examined through a pre-test, post-test quantitative methodological design, whereby the on-page SEO elements, which are in conflict with WU attributes, were analysed through the use of three websites offering the exact same services.

- **Control Website (CW):** The CW (created by the business with minimal knowledge of search engine optimisation and website usability) has been in existence since 2006, www.copywriters.co.za, consisting of 34 pages and 17, 114 words of content. Due to the domain age, search engines had already successfully crawled and indexed the website. Additionally, the website had generated a number of existing inlinks from several sources on the World Wide Web. However, for the purpose of this experiment, the referrer and direct traffic sources were excluded from the traffic-source data collection. It should be noted that no changes were made to the CW for the entire duration of the experiments.
- **Experimental Website (EW):** The EW (created with website usability in mind and deliberately ignoring all search engine optimisation elements) was created with minimal content, www.copywriters.co.za/ppc/ and was isolated from all forms of website traffic other than that generated by PPC (Pay Per Click). User feedback was obtained by means of measuring the number of conversions obtained. It should also be noted that no changes were made to the EW for the entire duration of the experiments.
- **Experimental Website Two (EW2):** The EW2 (created with search engine optimisation in mind and deliberately ignoring all website usability attributes) the newly formed www.translation-copywriters.co.za website was launched on the 1st of July 2010 and had no existing inlinks, 29 Web pages and 48, 923 words of content. Referrer and direct traffic were also excluded from the traffic-source data collection on this website with organic and PPC traffic being the primary traffic sources. The first search engine crawled and indexed this website on the 8th of July 2010. Over the following four months, systematic SEO changes were made to the website, with the primary experiment ranking measurements recorded on 8 of November 2010.

The primary experiment focused on the monitoring of 130 specific keywords and their rankings across the three major search engines (Google, Yahoo!, Bing), with the intent of comparing the Control Website's rankings with those generated by Experimental Website

Two. The objective was to determine if the application of SEO elements on a given website had a direct impact on improved website ranking for targeted keywords.

The following three additional experiments were conducted:

- **Organic Traffic:** The organic traffic for both the CW and the EW2 was measured on a daily basis on each domain, with results being grouped monthly and interpreted through a linear regression analysis. The objective was to determine if the organic ranking improvements had a direct impact on organic traffic increases.
- **Conversion:** To establish the effectiveness of WU, conversion testing took place through a PPC campaign applied on all three websites for 49 days with a budget of R3000.00 each. It was decided to utilise the Kruskal-Wallis test to inspect the difference between variables. The specific variables examined are the average time on site per visitor, the average page views per visit and the average number of conversions obtained per visitor. The objective was to determine if the WU attributes, which are in contradiction with SEO elements, are essential to implement in order to improve website conversions.
- **Interviews:** Interviews were conducted with 5 randomly selected website users with a minimum of eight years of Internet exposure to a) identify WU attributes that may have been overlooked and b) consider human interaction as opposed to focusing purely on theory.

5.7 RESULTS

Through statistical analysis (utilising a univariate analysis of variance testing) it was determined whether the web page to which a search was directed and the direction from which the search originated (global or local) has a significant effect on ranking positions. Although the results from the primary experiment recorded on 8 November 2010 indicated that the search engine from which the search originated does not have a significant effect on rankings, it was determined that in all instances the rankings for the EW2 were significantly better than those of the CW. This indicated that the application of SEO elements on a given website had a direct impact on improved website ranking for targeted keywords.

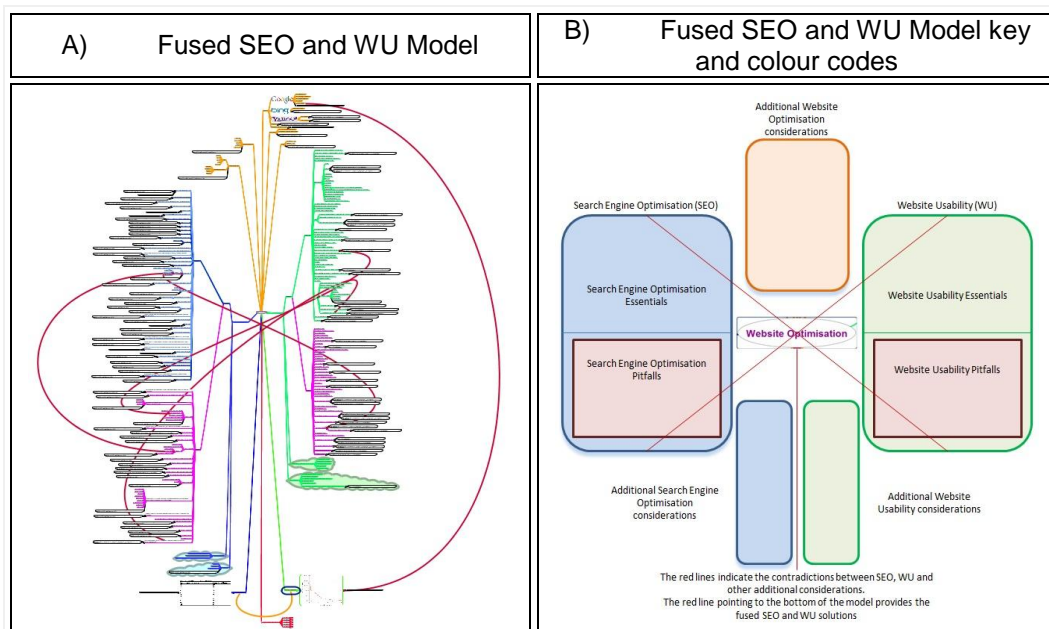
The additional experiments conducted found the following:

- **Organic Traffic:** Using linear regression analysis it was determined that the coefficient for X indicated that the traffic trend for the EW2 increased significantly over time. However, the coefficient for X on the Control Website indicated there was no significant trend for traffic over time. It was determined that 51.4 percent of the variation in traffic to both websites is owed to changes in time and alterations to the website, indicating that the organic ranking improvements had a direct impact on organic traffic increases.

- **Conversion:** The results gleaned from the conversion analysis of all three websites concerning the three main variables (average time on site per visitor, the average page views per visit and the average number of conversions obtained per visitor) indicated that there was a significant statistical difference measured between the CW, EW and EW2, with the EW demonstrating the highest number of conversions obtained. This indicates that the application of WU attributes are essential in improving website conversions.
- **Interviews:** The user feedback indicated that WU attributes are considered to be important factors when a visitor is deciding whether or not to interact with a website. Some SEO elements were perceived as obstacles to WU by the participants, thus supporting the existence of SEO and WU contradictions. The participants unanimously agreed that the EW website was the website that best satisfied the UX.

On the surface, it would appear that SEO and WU complement each other (Visser and Weideman, 2011b). It should be noted however that, in fact in some cases SEO and WU contradict each other. Table 1 presents the “fused SEO and WU model” on the left, marked A. On the right, marked B, the key to the interpretation of the model is presented. The model consists of three main sections i.e. SEO, WU and additional considerations. The connecting red lines illustrate the contradictions between SEO and WU. The fused SEO and WU solution is illustrated at the bottom of the model.

TABLE 1: The fused SEO and WU Model (a scalable image of the model is available at <http://www.eugene-visser.co.za>)



Essentially, the contradictions between SEO and WU revolve around content, keywords and its presentation. Search engines are not human beings and regardless of how advanced artificial intelligence may become, the probability of completely simulating human behaviour

is highly unlikely. Search engine crawlers basically consider two components, i.e. the information provided on the actual Web page and other Web pages that provide an opinion about the information on the webpage. Although the opinion of others could have an impact on the human decision making process, it is the reflection on previous actions and human intuition that define the human decision making process (Eisenberg *et al*, 2008, Pather and Remenyi, 2005).

Furthermore, search engines also need to evaluate the competitive component for ranking priorities, indicating that it is not only important to understand what the website is about, but also whether website X will better satisfy the visitor's needs as opposed to website Y. In order to achieve this, emphasis must be applied to the information provided to the search engine, which would result in an enormous amount of content and keyword/phrase semantic emphasis. The visitor conversely is not interested in an overwhelming amount of content, which could potentially entice the visitor to leave the website out of frustration.

Other contradictions revolve around how search engines have attempted to simulate the visitor's interpretation of a website by evaluating the visitor's behaviour patterns. It is assumed by the search engine that if a visitor visits a single webpage on any given website and leaves shortly thereafter, that the particular webpage did not satisfy the visitor's need. This is referred to as a 'bounce' and has a negative connotation. The contradiction exists with landing pages and conversion optimization, whereby a single webpage is optimized in order to provide all the necessary information and functionality to best satisfy the visitor's need considering the business objectives.

Ironically, industry experts do not acknowledge that any contradictions exist. However, both SEO (Thurrow and Musica, 2009) and WU (Nielsen and Loranger, 2006; 16) experts indicate the existence of elements and attributes that are implemented during website optimization that do not consider the opposing industry. When scrutinising the SEO elements and WU attributes defined by the industry experts, the contradictions are revealed as indicated in the model (see Table 1).

The identified contradictions could possibly be resolved in the website architecture during website development. The solution is based on a SEO methodology, whereby the website is categorised into themes, thus isolating each category within the website for emphasising purposes (in order to address the competitive component). Ideally, each category should consist of a number of content heavy webpages; based on semantically targeted keywords/phrases (in order to address search engine phrase indexation). The internal linking structure within each category thus needs to emphasize the primary category webpage (landing page), by linking the actual semantically related keywords/phrases content webpages to the landing page (in order to address semantic related keyword emphasis). Editorial judgment (inbound links) should target the appropriate semantic phrase content pages, which in turn will emphasise the landing pages. The high authority (good quality)

websites relevant to the category should link directly to the landing page. The primary navigation should thus consist of the landing pages (which should be the actual product/services pages). The landing page should ideally be optimized for conversion optimization, providing all the necessary information and functionality which will allow the visitor to convert on the landing page. Applying this architectural methodology (along with all other SEO elements), should address the SEO requirement of the website.

5.8 DISCUSSION AND CONCLUSION

The SEO methodology prioritised the landing pages during search engine ranking, indicating that the visitors will arrive on the appropriate category webpage, which should be aligned with the visitor's search query (in order to address the visitor's particular need). The WU in this instance would already be addressed in the primary navigation and by means of the breadcrumbs, in terms of current location and desired destination. Optimizing the landing pages for conversion will reduce unnecessary clicks and visitor frustration. Reducing webpage content is considered a major problem. However, content can be minimised through the functionality of accordions (expandables). This solution should only be applied where appropriate and with caution. The functionality entices website interaction, allowing the visitor to request additional information on the same webpage without impeding interaction and/or visitor experience. Although a few search engines make use of this technology, it must be implemented correctly in order to ensure that crawlers will crawl and index the entire webpage's content.

In conclusion, being listed in the top position on a SERP is not enough. In addition to the webpage result description being enticing enough to convince the searcher to click on the result (assuming the search result is aligned with the search query), it is essential that the searcher engages with the website in terms of the business objectives (Thurow, 2008; Visser and Weideman, 2011b).

Finally, unforeseen contradictions may still surface during website development, even when considering the identified SEO elements, WU attributes and the suggested website architecture. The model of Table 1 was created for the purpose of providing a website optimization guide for any business industry, which will address both SEO and WU simultaneously. The reality is that each website is unique and must be optimized with critical consideration of the business objectives.

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5.11 SUMMARY

The fused SEO and WU model was separated into four sections (SEO essentials/pitfalls and WU essentials/pitfalls). The contradictions are identified in the model, whereby the solutions are specified to the bottom of the model. Chapter 6 provides more insight into the suggested solutions for each of the contradictions.

CHAPTER 6

DISCUSSION AND CONCLUSION

6.1 INTRODUCTION

In Chapter 6, the author intends to fuse all the components of this research project, providing an overview of the results obtained from each experiment, which resulted in the construction of the fused search engine optimisation (SEO) and website usability (WU) model. Although the results of each experiment conducted within this research project provided evidence that certain WU variables and SEO elements are in fact in contradiction, theoretical solutions were derived from the experiment results. The application of the model in totality to a particular website was not considered within the scope of this research project; however, preliminary model application experiments are elaborated on in this Chapter.

6.2 LITERATURE REVIEW SUMMARY

The literature review provides a holistic perspective on the capitalist economic system (supply and demand) and how the freedom of choice has a direct impact on entrepreneurship. Although small- to medium sized enterprises (SMEs) are considered the main driver of economic growth and social sustainability, SMEs often fail owing to lack of venture capital, environmental or managerial reasons. SME sustainability thus depends on innovative thinking, whereby new demands generate profit and growth. Potential customers (buyers), however, must be made aware of the existence of SMEs and their products and/or services. This is accomplished by means of marketing. Choosing from the escalating product commoditisation is no easy task as buyers attempt to sift through all the clutter. Brands, on the contrary, can, according to Srivastava (2011:340) fulfil the buyer's needs by affiliation and identification. Unfortunately, not all SMEs have renowned brands, signifying the importance for SMEs to invest in different marketing channels to communicate product and/or service qualities.

Traditional marketing is not only focused on attending to customer value and satisfaction, but it also includes building customer relationships. The reality is that not all customers can be satisfied the same way, which signifies that identified market segments must be served with more superior quality than that of competitors. This can be better accomplished by making use of technology, more specifically the Internet, whereby traditional channels such as communication, transaction and distribution can be substituted on the Internet. Although not all SMEs may fully utilise the Internet, it does unlock enormous opportunities, allowing SMEs to overcome traditional marketing challenges. The Internet does, however, require that the marketing perspective should be changed slightly, *to think like a customer*. This is because technology is considered the facilitator between the business and the visitor, which has changed the marketing mix from the four P's to the six C's.

Owing to marketing being strategic in nature, parallels are often drawn between marketing and warfare, whereby military strategies are then applied to business situations. Guerrilla marketing is such a strategy, whereby unconventional and non-traditional tactics are utilised to evaluate resources, turning weaknesses into strengths. An example would be to invest time, effort and innovation, as opposed to money, as part of the marketing process. SMEs that utilise websites are consequently able to compete internationally yet pay attention to detail and thus guarantee superior quality.

Establishing the importance of utilising a business website is but the tip of the iceberg. How customers respond on the website is completely different from the way in which visitors arrive at the website. Neuro marketing is the process of understanding what drives customer behaviour, which is separated into two segments: the neuroscience reward system and the subconscious placebo effect. The reward system, in the human brain, is activated with the accomplishment of tasks. The reward system induces pleasure, creating a positive emotional state, which in turn reinforces behaviour to increase intensity. The reasoning is that addiction can be induced to anything that stimulates the reward system, even a brand. The placebo effect, in contrast, is based on the influences of marketing, which can evoke product efficiency. It is argued that a number of decisions made by people daily occur subconsciously, even the basic ones. Martin (2008:1), however, believes that 95 percent of all human behaviour is based on decisions made by the unconscious mind, indicating that nobody can predict what a customer will do in the future. Traditional marketing emphasises customer satisfaction and relationships, whereas Martin (2008) argues that only 8 percent of satisfied customers will repurchase. The author emphasises that a product and/or service must first make an association with an existing notion stored in the unconscious mind, which could eventually result in customer behaviour being altered to becoming a habit. According to Weinschenk (2010:26), changing or creating a habit can be done relatively easily and with minimal effort by making the new habit fun, a surprise and by making use of crowds.

Although a website is not the only way to represent a business online, it is one of the most important representations of the business online. Website marketing defines the different methods utilised to drive visitors to an online representation of the business. The methods, as defined by Miller (2011:17-27), are as follows:

- Search Engine Optimisation (SEO)
- Pay Per Click (PPC) Advertising
- Online Advertising
- Email Marketing
- Blog Marketing
- Social Media Marketing
- Online Public Relations
- Multimedia Marketing
- Mobile Marketing

Search engines are considered facilitators in finding the most relevant information available on the Internet in the shortest time possible. SEO is the process of designing or making alterations to a website in such a way that the search engines can find and index the given website with greater ease, resulting in improved rankings. Search engines are thus considered an entity, as they attempt to interpret search queries and provide relevant results to the searcher.

The *think like the customer* philosophy is critical when creating websites. This is because visitors search from their own perspective, which means that search engines will search their indexes also from the visitor's perspective. If the website is not aligned with the visitor's perspective, the search engines may never make the appropriate interpretation. The search query from different human interpretations (regarding a particular need) could thus provide irrelevant search engine results. As a direct result, everything on a web page must emphasise the targeted keywords and/or key phrases, including the content placed on the web page. It should, however, be considered that relevant results are relative not only to the searcher, but also to the search engines, as relevancy for search engines is defined by targeted terms and not necessarily by the industry. For example, *apples* will provide results for both fruit (food) and computers.

WU, alternatively, addresses the obstacles that may impede the online interaction process. WU does not really address persuasive usability problems, but rather mechanical usability problems, such as effectiveness, efficiency, learnability, memorability, error prevention and recovery, as well as satisfaction. Although design is perceived as a subjective factor, design communicates website functionality, which does affect WU. Website content is another factor that presents a WU problem, as visitors scan web pages and read only that which is of interest. Excessive content is considered a mechanical usability problem. It is also the opinion of Eisenberg *et al.* (2008:135) that visitors arrive at a website with a number of questions, with the expectation that the questions would be addressed through the web page content. In addition, it has been found that website visitors have different temperaments, each with their own preferences of how they intend to interact with the website, including website forms. Although WU addresses the quality of attributes that relate to how easy something is to use, business websites exist to get targeted visitors to perform a specific action that has measurable value to the business.

6.3 JOURNAL ARTICLE STRUCTURE

During the process of identifying the contradictory SEO elements and WU attributes, three journal articles were written, with two journal articles following their own research methodologies and the third journal article utilising all the research results in order to create the fused SEO and WU model. The first journal article investigated the contradictory SEO elements and WU attributes from a WU perspective. The second journal article investigated the contradictory SEO elements and WU attributes from an SEO perspective, considering the findings of the first journal article.

The journal article is titled "An empirical study on website usability elements and how they affect search engine optimisation". The primary objective of this research project was to identify and investigate the WU attributes which are in contradiction with SEO elements. SEO is targeted towards satisfying search engine crawlers opposed to WU, which is aimed at the visitor. Kritzinger and Weideman (2008) argue that if a visitor's particular need is not satisfied, the visitor will simply leave the website in search of an alternative solution. WU thus addresses the mechanical usability problems, which indicate the way in which the body of knowledge is represented, taking into consideration the visitor's ability to interact in an online environment.

The WU attribute *trust* was identified as a critical success factor, which could be addressed by emphasising the following information on a website: privacy policy, about us, company overview web page, feedback, testimonials, contact information and possibly even a photo of the company owner. In the interest of WU, content should be limited and fit on a single page view. In addition, keywords should not be added to text in order to increase keyword density for SEO purposes. Utilising different terms for the same concept is also something that should be avoided from a WU perspective. Images are, however, aesthetically pleasing to visitors, as they often focus their attention on images when arriving on a web page.

Considering the SEO perspective, content and keywords are the two primary factors that are affected by WU. The three major search engines emphasise that sufficient content (including keywords) is essential for SEO. Although some WU experts argue that search engines are not important as they do not carry any credit cards, more than 85 percent of all purchases that occur on the Internet started with a search on a search engine.

Two websites were used as part of the experiment:

- Control Website (CW): <http://www.copywriters.co.za>
- Experimental Website (EW): <http://www.copywriters.co.za/ppc/>.

The CW is an existing website with no special emphasis applied to SEO and/or WU. The EW was developed by implementing the WU attributes and ignoring all contradictory SEO elements. In order to ensure integrity of the experiment, search engines were denied access to the EW. The traffic sources for the CW were search engines (organic) traffic, as well as direct and referrer traffic. The traffic source for the EW was purely PPC. The two websites sold exactly the same products. Owing to the different traffic sources, performance was measured by considering the number of conversions obtained from the amount of website traffic obtained (conversion – traffic ratio) of each website over the same period of time, which were then compared (keeping the traffic source in mind). Additional factors, such as time spent on site, page views and Return on Investment (ROI) were also considered as measuring tools. Additional experiments (interviewing Internet users and directing the PPC

traffic source to the CW for the same period of time) were conducted for triangulation purposes.

The statistical analysis was based on the Mann-Whitney U test. This analysis indicates that Visitors, Average Page Views per Visits and conversions are all significantly different when comparing the CW values with the EW values. Average time on site per Visitor and ROI were not considered as being significantly different. Accumulated results obtained from the triangulation experiment interview leaned towards the importance of security, minimising content and making the contact form as easy as possible to complete. The PPC triangulation experiment obtained five times more traffic (including PPC traffic) than the EW (primary experiment). However, the EW obtained approximately 50 percent more conversions as opposed to the number of conversions obtained during the triangulation experiment.

The primary objective of this research project was to determine the WU attributes which are in contradiction with SEO elements. The literature review clearly indicated that contradictions do exist between SEO and WU. The secondary objective of this research project was to determine whether or not the WU attributes identified do in fact have an effect on conversions. The primary experiment results combined with the results obtained from the triangulation experiments, provided evidence that WU attributes do have an effect on conversion. The journal article results contribute to the body of knowledge by evaluating the WU and SEO contradictions from a WU perspective, which has a direct impact on website conversions.

6.5 JOURNAL ARTICLE 2 SUMMARY

The journal article is titled "Search engine optimisation versus Website usability – conflicting requirements?" The objective of this research project was to prove that implementing SEO elements that are in contradiction to WU attributes is essential to improve rankings. Since 3000 B.C., the human race has been attempting to effectively store and retrieve relevant information. Search engines developed the organic ranking algorithms to automate the process of retrieving relevant results in the shortest amount of time possible based on a keyword/key phrase. The organic ranking algorithm is kept confidential, owing to the possibility of abuse, as ranking first for a given keyword or key phrase can have a positive effect on the success of a business. The conceptual model of the Internet emphasises that search engine crawlability and indexing are prerequisites for a given website to rank on a search engine result page (SERP). WU, alternatively, is the functional application of information concerning the visitor's ability to interact successfully with that information. Google suggests that web pages should be created for visitors and not search engines. The statement does, however, imply that web pages could be created specifically for search engines, revealing that a contradiction does exist.

The implementation of both SEO and WU is essential, each from its own perspective. If a website does not rank well, the website (business) effectively does not exist. Conversely, if

the website does rank and a searcher lands on a web page that impedes the fulfilment of the searcher's need (owing to SEO), then that searcher will simply leave the web page to search for another that does satisfy his need.

A Google engineer filed a patent specifying that Google utilises keyword phrases to index, retrieve, rank, organise and describe documents within a collection of documents. The methodology allows Google to determine whether or not the phrase occurrence is related to the subject matter of the document, thereby allowing for predictive phrase identification. Google's organic ranking algorithm is able to identify and base rankings on contextual concepts dependent on associated searched keywords or key phrases, termed latent semantic indexing (LSI). LSI reiterates and emphasises that content and keywords on web pages are essential for contextual interpretation. In addition to LSI, Google also depends on editorial judgement linking (*votes* from other websites), that emphasises creditability to the receiving web page.

Expert opinions argue that it could take anything from fifty milliseconds to ten seconds for a visitor to decide whether or not to continue viewing a particular web page. Anything that may remotely impede the visitor's experience could be detrimental as alternative website options are but a click away. Excessive content and repeated use of keywords are considered unfavourable, as visitors will spend approximately 45 to 60 seconds reading approximately 200 words on average. On the contrary, search engines require content for contextual interpretation along with keywords, which should be themed appropriately in order to emphasise targeted keywords.

The SEO impact on any given website is dependent on the sum total of all SEO elements integrated and implemented simultaneously. The primary experiment included two websites, which were utilised as part of the experiment, the CW: <http://www.copywriters.co.za> and the Experimental Website Two (EW2): <http://www.translation-copywriters.co.za/>. The CW is an existing website with no special emphasis applied to SEO and/or WU. The EW2 was developed by implementing all on-page SEO elements and ignoring all contradictory WU attributes. The EW: <http://www.copywriters.co.za/ppc/> was utilised for triangulation purposes.

The purpose of the primary experiment was to monitor 130 predetermined keyword rankings across the three major search engines, over a period of four months, comparing the CW with the EW2 rankings. The primary experiment ranking results documented were the results obtained at the end of month four. During the four months a number of systematic changes were made to the EW2 for SEO purposes. However, no changes were made to the CW at all. For triangulation purposes, four additional experiments were conducted, of which two were the keyword rankings and organic traffic improvements documented each month, comparing the CW results with the EW2 results. The two additional experiments were the conversions obtained and interviews conducted, whereby the CW, EW and EW2 results were compared with one another.

The statistical analysis for the primary experiment was based on the univariate analysis of variance test. The results indicated that the EW2 holistically retained better search engine rankings than the CW. The triangulation ranking results documented each month, indicated similar results to the primary experiment. The statistical analysis utilised for the triangulation organic traffic experiment was the linear regression analysis. Although the EW2 did not draw as many visitors as the CW, the experiment did provide evidence as to the EW2 experiencing significant traffic growth over time owing to the application of SEO. Conversely, the CW's traffic growth was virtually zero over the same period of time. The results obtained from the triangulation conversion experiment were analysed utilising the Kruskal-Wallis test, indicating that the EW obtained significantly more conversion than the CW and the EW2. The interview conducted, emphasised that SEO elements, as implemented on the EW2, were considered to be obstacles from a WU perspective. The unanimous choice of website was the EW.

The results obtained from all the experiments clearly indicate the importance of applying both WU attributes and SEO elements to ensure the success of a conversion orientated website. The results also indicate that some WU attributes (content, text and media) contradict certain SEO elements (content and keywords), which have a direct impact on the process of obtaining conversions. Although search engine algorithms constantly change, certain fundamental elements will remain the same, such as the artificial intelligence programs which have to crawl, index and arrange the search results through an organic ranking algorithm. The journal article results contribute to the body of knowledge by evaluating the WU and SEO contradictions from a SEO perspective, which has a direct impact on search engine rankings.

6.6 JOURNAL ARTICLE 3 SUMMARY

The journal article is titled "Fusion of Website usability and search engine optimization". In this research project the objective was to establish a relationship between SEO and WU, in an attempt to provide guidance to industry.

This journal article provides a brief overview of the importance of SMEs and the impact they have on the economy. In order for SMEs to sustain financial growth, a marketing system must be adopted whereby the middle ground between the buyer's and the seller's decision-making process should be facilitated. Websites are often utilised by SMEs to present and market their products and/or services over the Internet. However, people do not know what they do not know, hence the necessity of search engines. Furthermore, business websites must rank very well on the SERPs for targeted keywords. If high rankings are not obtained for targeted keywords, then to all intents and purposes, the business does not exist to searchers.

Over the past few years, search engines have been placing more emphasis on latent semantic indexing and analysis moving rapidly towards reasoning. Although search engines regularly provide relevant results, more often than not non-relevant results still appear in the SERPs. Search engine success is dependent on providing relevant results to the searcher in the shortest period possible. Owing to the direct association between search engine rankings and searcher behaviour regarding the viewing of SERPs, it becomes apparent that website owners may attempt to manipulate the search engine rankings in order to increase their business's exposure. This is known as search engine spam, whereby the results provided to the searcher are non-relevant when considering the search query. Although spamdexing is considered a separate concern, it is related (from a slightly different perspective) to the contradiction between SEO and WU. Spamdexing is proof that web pages can be optimised by means of content, keywords and links for targeted keywords that are unrelated to the contextual intent of the searcher's query. The definition of WU is the functional application of information concerning the visitor's ability to interact successfully with that information. If a visitor's particular need is not satisfied, the visitor will simply leave the website. This statement is applicable to both spamdexing websites as well as websites that impede the visitor's online interaction process. The only difference is the searcher's intent, where in both instances the search engines play a major role in determining the most relevant results for the searcher, considering the search query. Spamdexing has become a major concern to search engines. Google has implemented a number of organic ranking algorithm updates over the years with the single objective of delivering the most relevant search results possible. Figure 3 illustrates some of Google's major algorithm updates since 2003 in the war against spam.

Irrelevant and spam results may be interpreted by the visitor as the same thing, hence search quality cannot easily be measured on the relevancy of the search results towards the searcher's perspective on the query. Spool, as cited by Eisenberg *et al.* (2008:99), established that the searcher's intent may not necessarily be aligned with the keywords utilised in the search query. This concurs with early results proving that users have difficulty in specifying information needs (Belkin *et al.*, 1982). However, visitors experienced a better website interaction process if the content and terms on the web page matched the intent of the search query.

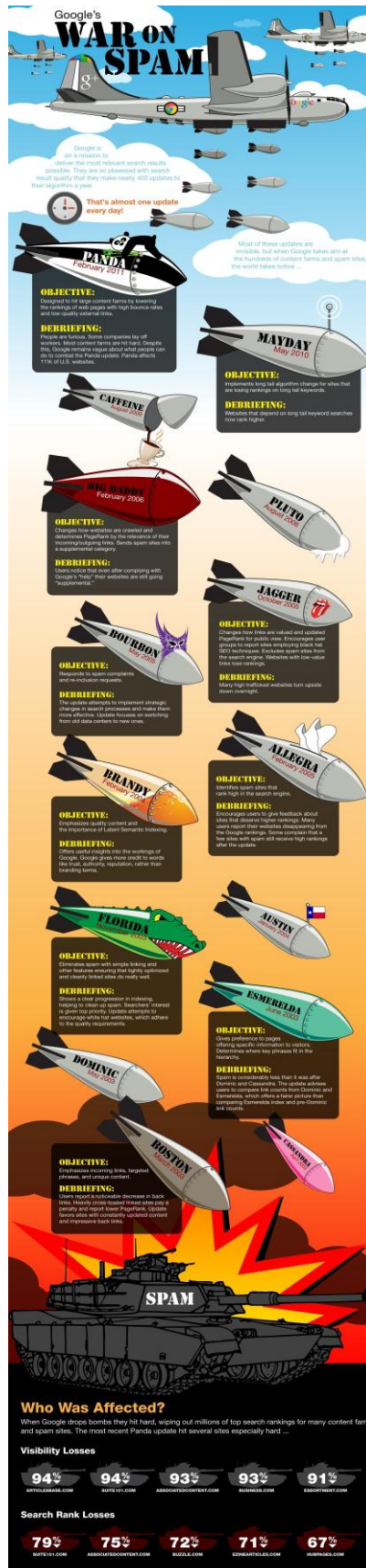


FIGURE 3: Google's major algorithm updates since 2003 (seo.com 2011)
 (a scalable image of the model is available at <http://www.stateofsearch.com/wp-content/uploads/2011/08/Google-war-on-spam-infographic.jpg>)

On the surface, it would appear that SEO and WU complement each other. It should be noted, however, that in fact in some instances SEO and WU contradict each other. The author has created a model, listing all the SEO elements on the left (divided into essentials and pitfalls) and all the WU attributes on the right (divided into essentials and pitfalls). The contradictions have been linked by a red line. The structure of the model permitted the author to identify other contradictions too, which have also been linked by a red line. Figure 4 demonstrates the model along with suggested solutions for each of the contradictions.

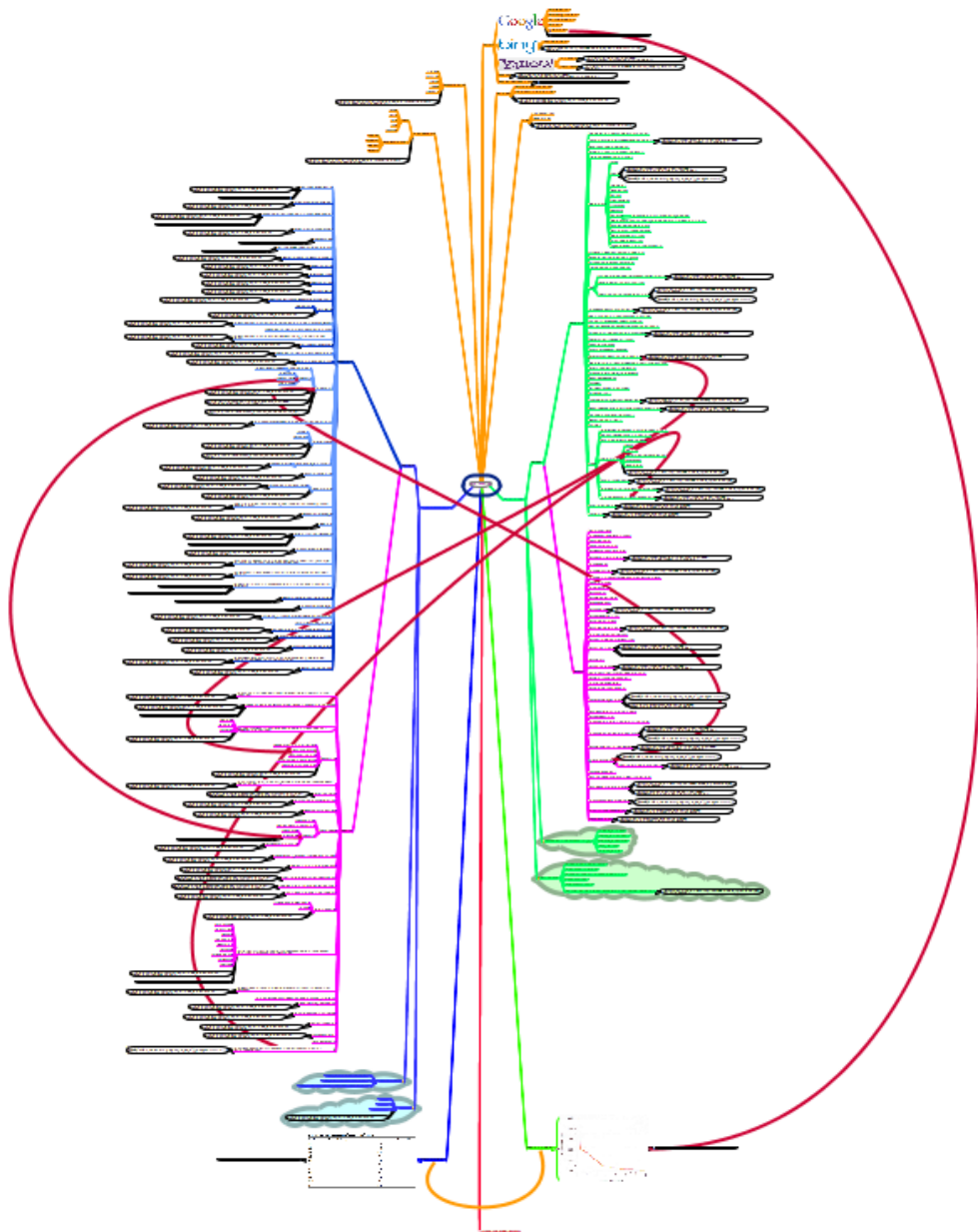


FIGURE 4: Fused SEO and WU model (a scalable image of the model is available at <http://www.eugene-visser.co.za>)

- Owing to the complexity of this model, it cannot be represented legibly on an A4 page, and needs to be read through a scalable webpage. -

The marketing of products / services or even a business brand is essential to the survival of any business in a capitalist economic environment, of which website marketing is considered one of the most important ways in which a business can represent itself on the Internet with the objective of gaining increased business. The constructed fused SEO and WU model contributes to the body of knowledge by emphasising the importance of successful simultaneous application of both SEO and WU to a single website, which can assist any business in gaining increased business on the Internet.

6.7 DISCUSSION

The contradictions between SEO elements and WU attributes which were identified (and marked 1 to 5 in the model) with proposed solutions, are discussed below:

1. Contradiction:

According to Google Analytics, a visitor that leaves a website in a very short time span and/or views only a single web page is considered a bounce. Google argues that a high bounce rate (number of visitors that bounce within a particular time frame considering the total number of visitors obtained within that time frame) is due to web pages that do not satisfy the visitor on entry. However, research has indicated that on-page contact forms are ideal for conversion purposes, indicating that a visitor no longer needs to browse to the conversions page as the conversion occurs on the same page on which the visitor entered the website. Although the search engine perceives this visitor type to be a 'bounce' (which may actually negatively impact this particular web page's ranking), the website has obtained a client and possibly, ROI.

Solution:

On-page conversion forms should be implemented on every single web page on the entire website and not only on the conversion web page. Although the conversion may occur on any web page (considering that the visitor may enter the website on any landing page), it is important to provide a unique "Thank You" web page for each category, which will accomplish three things:

- 1) Indicate to the visitor that something has occurred.
- 2) The intelligence obtained through the category "Thank You" pages will provide invaluable feedback from the targeting audience as to popularity, website optimisation emphasis and the way forward.
- 3) Provide additional product/service information and/or cross-selling of other products/services on the "Thank You" web page, thus reintroducing the visitor back into the website whereby the search engine 'bounce' becomes nullified.

2. Contradiction:

According to website usability experts, the title tag should contain a short description of the website. Although this may be true from a user's perspective, the title tag

should be unique to each web page and not to the website. According to the major search engines, each web page should contain unique information. Therefore each web page requires a unique title tag that will clearly represent the unique content obtained within that particular web page, owing to the fact that web pages rank in SERPs and not websites. In addition, the title tag is often also displayed as the link in the SERPs, which is considered one of the determining factors that may entice a searcher to click on the link, especially if the information in the title tag is aligned with the search query.

Solution:

The title tag should ideally comprise fewer than 70 characters. Although each title tag is unique to each web page and contains keywords appropriate to that particular web page, the title tag should be created with the visitor in mind:

1. The title tag (which often appears in the SERPs) should entice the visitor to click through to the web page.
2. Include keywords unique to the web page, which should be semantically aligned with the searcher's query.
3. Clearly indicate the company and products/service and/or information appropriate to that particular web page.

3. *Point 3 and 4 are combined*

4. *Contradiction:*

According to website usability experts, content should be minimised on any given web page. The reason is that visitors are not interested in an overwhelming amount of content. Website usability experts actually suggest that only one quarter of intended content should be placed on any given web page. Search engines, however, depend on their crawlers and the organic ranking algorithm to make an appropriate interpretation of the web page based on content and keywords. This can only be achieved by generating an enormous amount of content containing targeted keywords, which should be themed and categorised appropriately for semantic interpretation purposes.

Solution:

Reducing web page content is considered a major problem. However, content can be minimised through the functionality of accordions (expandables). This solution should only be applied where appropriate and with caution. The functionality encourages website interaction, allowing the visitor to request additional information on the same web page without impeding interaction and/or visitor experience. Although a few search engines make use of this technology, it must be implemented correctly in order to ensure that search engine crawlers will crawl and index the entire web page content.

Some preliminary research has been conducted in the application of the model, with astonishing success. The website New Horizons <http://www.newhorizonsct.co.za/> (<http://www.webcitation.org/61itvotkq>) has been in existence since 2001. SEO has been successfully applied to the website, which resulted in improved rankings across the board.

International conversion rates are estimated at 3 percent, however, New Horizons achieved a conversion rate of 10 percent across the board for all the courses, indicating that 10 percent of all organic traffic visitors that arrived at the New Horizons website successfully submitted an enquiry form. The average course web page on the New Horizons website is illustrated in Figure 5.



FIGURE 5: New Horizons Microsoft office web page (the web page at the time of this snapshot can be viewed at <http://www.webcitation.org/61iuVlhMT>)

Although a contact form is visible on the web page (above the page fold), the web page consisted of almost 1000 words, excluding critical information regarding the subsections of the Microsoft training course. The additional information is available on a different web page on the same website. The click through is however considered a potential obstacle. The graphics design course page was created considering the proposed content optimisation solution (http://www.newhorizonsct.co.za/Courses_Certifications/Graphic_Design/index.php emulated on <http://www.eugene-visser.co.za/gd/>). The graphic design web page obtained a

23 percent conversion rate, indicating that if the business revenue was, for example, R50 000 on a 10 percent conversion rate, then the business had effectively doubled its revenue to over R100 000 on a 23 percent conversion rate. Changing the web page structure to combine all the necessary information on a single web page with the objective of answering all the visitor's questions and removing any obstacles that may impede the online interaction process without compromising SEO, have effectively resulted in the business doubling its revenue. Figure 6 illustrates the graphic design course web page. It is suggested that this web page is viewed to experience the functionality.

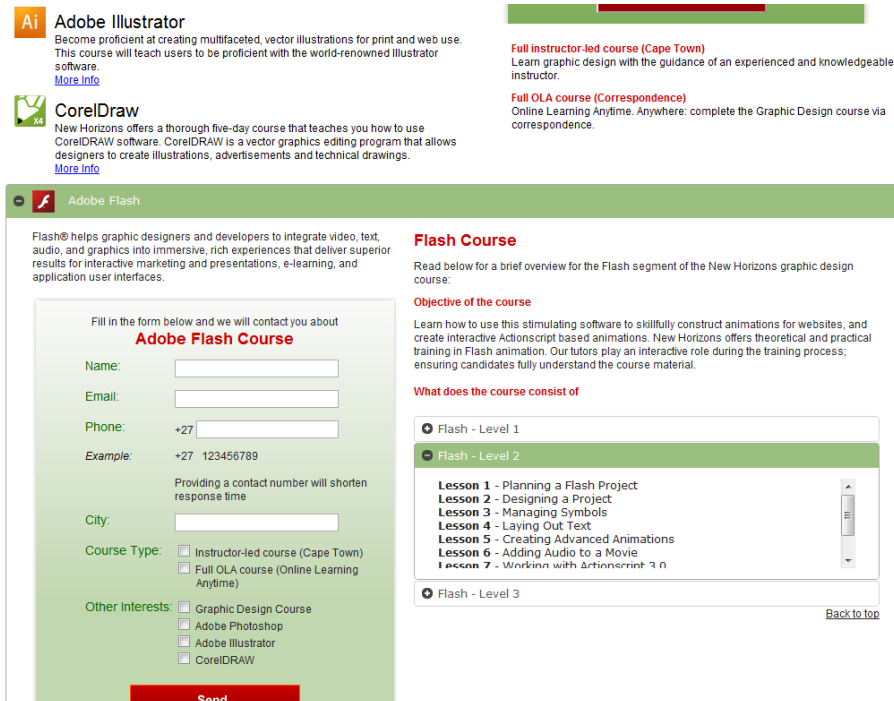


FIGURE 6: New Horizons graphics design course web page (the web page at the time of this snapshot can be viewed at <http://www.eugene-visser.co.za/gd/>)

The same concept was tested again on a different web page on the same website. The results improved even more, reaching a 32 percent conversion rate. Referring to the same revenue example concerning the graphic design course, the PC technician course web page could be generating over R150 000, in revenue, by making similar changes to this web page without compromising SEO. Figure 7 illustrates the PC technician course web page. It is, however, again suggested that this web page is viewed to experience the functionality (http://www.newhorizonsct.co.za/Courses_Certifications/PC_Technician/index.php).

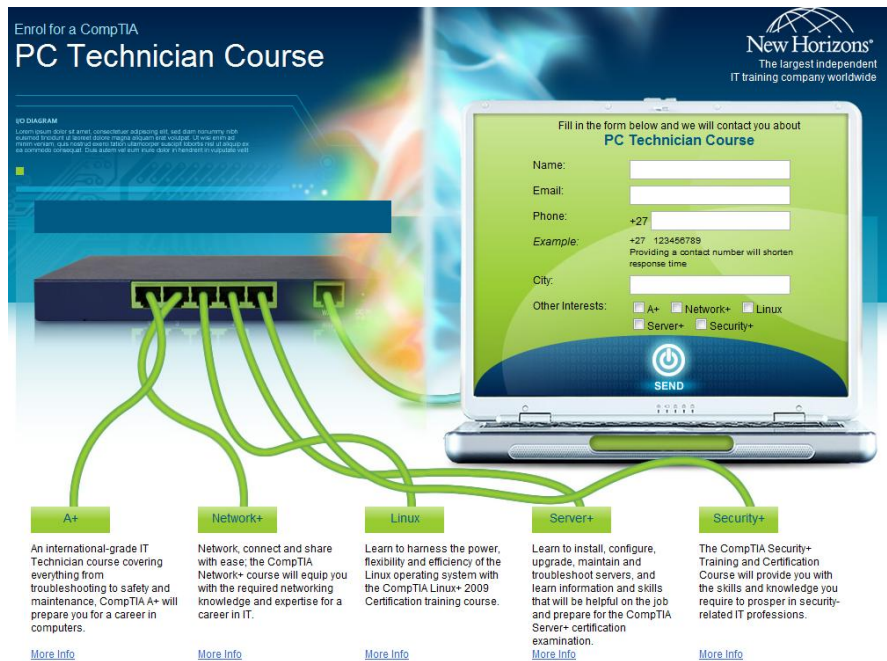


FIGURE 7: New Horizons PC technician course web page (the web page at the time of this snapshot can be viewed at <http://www.eugene-visser.co.za/pct/>)

The preliminary research results accentuate how website design can communicate functionality in the process of removing obstacles that may impede the online interaction procedure.

5. *Contradiction:*

Experts in both WU and SEO suggest that keyword spamming should be avoided at all costs. Although this is true for the most part, it should be considered that emphasis should still be given to particular keywords that may appear within a search query. The fact of the matter is that searchers do not know what they do not know, which is why searchers depend on search engines to facilitate the information retrieval process. This, however, is only possible from an artificial intelligence perspective, whereby the search engine must interpret all indexed information and provide the searcher with the most relevant results. Search engines must thus evaluate the competitive component for ranking priorities, in determining which website will better satisfy the visitor's needs. In order to achieve this, emphasis must be given to the information provided to the search engine, which requires keyword/phrase semantic emphasis.

Solution:

Google utilises keyword phrases to index, retrieve, rank, organise and describe documents within a collection of documents. The methodology can be defined as a system that identifies frequently used and noticeable phrases (consisting of keywords) within a document, signifying phrase validity. The methodology thus

allows Google to index a web page and rate the relevancy of the given document without taking into account every possible phrase from all possible sequences. This methodology also allows Google to determine whether or not the phrase occurrence is related to the subject matter of the document, thereby allowing for predictive phrase identification. This indicates that Google's organic ranking algorithm is able to identify and base rankings on contextual concepts dependent on associated searched keywords/key phrases – termed latent semantic indexing (LSI). By making use of LSI, keyword spamming as such could be nullified. However, at the same time, search engines would be able to make the appropriate interpretation of the indexed content for ranking purposes. Therefore, keyword density, proximity and placement can occur from a different perspective, as emphasis must still be placed on the noticeable phrase.

In essence, the best organic ranking improvement may be achieved by applying the appropriate linear combination of all on-page and off-page SEO elements. However, it should be considered that web pages rank in the search engine result pages, and not websites. This is the reason why internal link theming by means of latent semantic indexing is an essential methodology to apply and maintain on any given website.

6.8 SIGNIFICANCE OF THE STUDY

SMEs often enter the market place without sufficient venture capital to broaden their product range, let alone market the business and/or any of their products/services. SMEs are increasingly adapting to the use of a website in driving their marketing efforts, whereby the business is able to market products and/or services on the Internet, allowing SMEs to compete with large corporations internationally. Effective Internet marketing requires perspective interpretation from both the search engine and the visitor. The search engine is dependent on an artificial intelligence to make the appropriate interpretation for indexing purposes. Search engines are also dependent on off-page factors such as editorial judgement, which assist the search engine in the evaluation process of the website and its position from a usefulness perspective concerning targeted keywords. Therefore, the on-page and off-page SEO elements must emphasise the semantically targeted keywords through the content and every other component on the web page in order for search engines to make the appropriate interpretation. Website visitors, alternatively, are not necessarily interested in the semantic interpretation of a targeted keyword or the content surrounding the keywords. Visitors are, however, interested in satisfying their particular needs, having their questions answered and addressing their particular trust concerns when engaging with the website. Although the contradictions appear to be insignificant, the preliminary model application experiment results indicate just how significant the contradictions can be.

The fused SEO and WU model was designed to address visitor concerns by removing or isolating obstacles that may impede visitor interaction, without compromising the SEO elements.

The thesis contributes to the body of knowledge by providing:

- Empirical evidence indicating that certain SEO elements and certain WU variables contradict each other, influencing each discipline's desired outcome.
- A fused SEO and WU model, as a proposed solution that allows for simultaneous application of on-page SEO elements and WU variables to a single website without resulting in degradation of service by either of the two concepts.

6.9 FUTURE RESEARCH

- It is suggested that structured experiments should be conducted, whereby the application of the fused SEO and WU model can be applied to a range of websites from different industries. Results could be utilised to refine the model and identify any additional contradictions discovered with the evolution of technology.
- Although editorial judgement (external links) was identified in the research project as an off-page SEO element that may have a significant impact on the optimisation campaign, external links were not considered within the scope of this research project. It is suggested that off-page SEO elements are investigated in considerable more detail, whereby the particulars of off-page SEO elements could be added to the fused SEO and WU model.
- It would appear that worldwide, people no longer trust what companies say and/or promise. In recent years, more emphasis seems to be placed on personal experience and the experiences of friends and neighbours. On the Internet, the social media platforms allow for a fundamental shift in culture, whereby the way in which people are influenced is redefined in friendly discussion that occurs locally, but may ultimately have a global impact. It is suggested that social media platforms and the effect that local discussions have on search rankings should be investigated in a great deal more detail. The results obtained could identify additional contradictions that may require proposed solutions that could be added to the fused SEO and WU model.
- Commercial search engines are experiencing an increasingly serious problem – spamdexing. This problem is spiralling out of control, whereby different search engines are considering collaboration to resolve this problem. Spamdexing is affecting search result relevancy, which in turn has a negative impact on the commercial search engine revenue model.

Search engines are attempting to “connect” to the searcher as an individual, through accessing, monitoring and analysing searcher Internet activity and associating advertising to targeted personas, demographics and communication. Although this would appear to refine and improve search result relevancy, search engines still struggle to accurately align search results to search queries.

The author predicts that certain search engines will attempt to address the spamdexing problem by “moving” physically closer to the searcher. For example, the desktop machine is not mobile, yet the Internet is accessible at any time. The laptop is mobile under certain practical conditions and can also access the Internet at any time. The mobile phone and tablet devices are considered more mobile than the laptop, thus making Internet accessibility practical almost anywhere and at any time. The devices appear to have become increasingly more mobile, which is resulting in the devices becoming physically closer to the searcher.

It is predicted that the next evolutionary step for certain search engines would be to bring the device closer to the searcher, perhaps incorporating an interface within spectacles which can be controlled by the mind. Granted, a number of challenges are presented, however, many of these challenges have already been addressed independently and in different disciplines, each with their own objectives.

The interface (in the spectacles), for example, could make use of the heads-up display (HUD) technology. HUD technology (often used in modern cars and fighter jets) superimposes information which does not require the user to look away from their usual viewpoint (J.D. Power and Associates 2012).

Any physical input devices connected to the interface (spectacles) will not be a practical solution, indicating that interface interaction must be controlled by the human brain itself. Studies conducted in 2009 have revealed that Microelectrodes no longer have to be connected directly to the brain's soft tissue, which can allow thoughts to control interface interaction and even bionic limbs (The University of Utah 2009). In fact, a device referred to as the personal interface for human computer interaction headset (that allows for thought control interface interaction) can be purchased (at the time of writing this thesis) for commercial and home entertainment purposes.

Applying HUD and thought control interface interaction technology is considered by the author a major step for design. Communications with machines have always been limited to conscious and physical interaction, which often depend on a series of commands. Communications with humans are much more complex, as much of what is being communicated does not solely depend on what is physically being said (facial expressions, body language and intuitive feelings along with emotions can be extrapolated by dialog). A large part of the human decision making process depends on information obtained through communication other than speech. This indicates that machines could better assist humans in their decision making process if the machine had a better understanding and interpretation of the human thought process.

It is thus suggested that the application of HUD and thought control interface interaction technologies should be investigated in terms of search engines better understanding the search query interpretation. However, the linear communication model (thought control interface interaction) is considered a major obstacle when contemplating the implications of providing more relevant search results. The reason being, a physically typed out search query may not differ much from a thought out search query. Ergo, the search engine's interpretation of the search query will not improve much. This indicates that machines (search engines) may require the implementation of a non-linear communication model, which will assist in the true understanding and interpretation of the search query by "connecting" with the human mind. This however, is considered the second major obstacle. A machine integrating with the human mind is part of a future that will cause controversy beyond imagination, especially from religious perspectives. According to the author, this is perhaps why certain search engines have not made this approach (research) public knowledge and intends on integrating this technology over time, desensitising society and thus making the world more susceptible to the technology. One fact is certain; search engines that integrate with the human mind will definitely take marketing to the next "level".

6.10 CONCLUSION

The research project "Fusing Website usability variables and on-page search engine optimisation elements" was approached from a marketing perspective. The literature review provides some initial background to marketing and its evolution once the Internet became a popular marketing channel. WU and SEO are briefly discussed, providing an overview, which is followed by Chapter 3 (journal Article 1) and Chapter 4 (journal Article 2).

The primary objective of Chapter 3 (journal Article 1) was to provide evidence that certain WU attributes that are in contradiction with SEO elements improve conversions. The primary objective of Chapter 4 (journal Article 2) was to provide evidence that certain SEO elements which are in contradiction with WU attributes, are essential to improve rankings.

In Chapter 5 (journal Article 3), the results obtained from Chapter 3 (journal Article 1) and Chapter 4 (journal Article 2), were merged, which resulted in the construction of the fused SEO and WU model. Preliminary model application experiments resulted in phenomenal performance, indicating that the fused SEO and WU model can deliver results.

The fused SEO and WU model was created utilising the most recent information available. However, a predicted concern is the possible impact of technology changes in the near future. The author believes that although technology may change over the years, the conceptual model of the Web (infrastructure) will not easily change, especially if search engines continue to make use of an artificial intelligence that depends on information provided on the website to make an appropriate interpretation for targeted keywords. In

addition, Nielsen and Loranger (2006:xviii) argue that 80 percent of those people utilising websites now, will still be utilising the same websites ten years from now, indicating that the WU attributes will in all probability not change significantly in the future either.

TABLE 7: Research problem and project research question

Research Problem	No empirical evidence could be found to confirm or reject that the simultaneous application of on-page SEO elements and WU variables to a single website would result in degradation of service by either of the two concepts.
Research Question	Can all on-page search engine optimisation elements and website usability variables be applied simultaneously to a single website, without resulting in degradation of service by either of the two concepts?

The author is thus of the opinion that the research problem and question (as stipulated in Table 7) – ‘Can **all on-page search engine optimisation elements** and **website usability variables** be applied to a single website simultaneously, without resulting in degradation of service by either of the two concepts?’ – have been resolved and answered. The evidence indicates that simultaneous application of both SEO elements and WU attributes to a single website will result in the degradation of service of either of the two concepts.

Table 8 and Table 9 stipulate the research sub-questions and appropriate sub-answers, which provides evidence that the primary research question has been answered and that the research problem has been resolved.

TABLE 8: Journal Article 1 research sub-questions and sub-answers

Research Sub-question	Research Sub-answers
What are the WU variables?	<ul style="list-style-type: none"> • Trust and credibility <ul style="list-style-type: none"> ○ Privacy policy ○ About us ○ Company overview ○ Feedback ○ Testimonials ○ Contact information • Single page view, content and frames • Keywords • Images
What are the WU variables that could potentially have a negative effect on SEO?	<ul style="list-style-type: none"> • Single page view, content and frames • Keywords
Can the application of WU variables improve website conversions?	Yes – evidence has been provided as specified in Chapter 3, published Journal Article 1.

TABLE 9: Journal Article 2 research sub-questions and sub-answers

Research Sub-question	Research Sub-answers
What are the SEO elements that could potentially have a negative effect on WU elements?	<ul style="list-style-type: none">• Keywords• Content<ul style="list-style-type: none">○ Theming and latent semantic indexing
Do on-page SEO elements improve ranking but worsen the chances for conversions?	Yes – evidence has been provided as specified in Chapter 4, published Journal Article 2.

The thesis did however produce a fused SEO and WU model. The model addresses the visitor's concerns by removing or isolating any obstacles that may impede visitor interaction, without compromising the SEO elements, thus successfully fusing SEO and WU.

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The References are applicable to Chapter 1, Chapter 2 and Chapter 6 only, as each journal article (Chapter 3, Chapter 4 and Chapter 5) has its own list of references within the respective chapter.

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APPENDIX A

Research Ethics - Website Gatekeeper approval



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27 April 2009

Consent by the Website Gatekeeper

The researcher has received consent by the Website owner (Mr. L. Lategan) to alter the website (www.copywriters.co.za) as needed for this research project (Title: Fusing website usability variables and on-page search engine optimisation elements). The website owner is aware of the timeframe and understands that the research project will be divided into three sections. For confirmation or any enquiry regarding the approval to alter and use the Website [copywriters.co.za](http://www.copywriters.co.za) for this research project, please contact the gatekeeper (Mr. L. Lategan) directly at 082 658 0805 or leon@purplecow.co.za.

No consent was obtained from visitors that may enter the website, since no connection can or will be made between the individual visitors and the statistics used for the purpose of this study.


Signature: _____


EB Visser (Author)

Signature: _____


Prof Weideman (Supervisor)

Signature: _____


L Lategan (Gatekeeper)

APPENDIX 1B

Journal Article 1 - PPC and non-PPC Copywriters Website activity pertaining to the primary experiment

Date	Visits		Average Time on Site (seconds)		Average Page Views per Visit		Conversions		ROI	
	SE P P C T	Tot Non P P C T	SE P P C T	Tot Non P P C T	SE P P C T	Tot Non P P C T	SE P P C T	Tot Non P P C T	SE P P C T	Tot Non P P C T
2009 / 2010										
Mon Dec 14	53	135	24	38	1.3	1.5	5	0	0	0
Tue Dec 15	50	130	13	21	1.1	1.3	1	1	0	0
Wed Dec 16	40	122	2	20	1	1.2	0	0	0	0
Thu Dec 17	54	121	9	14	1.3	1.1	3	0	R 1 995	0
Fri Dec 18	55	125	10	58	1.1	1.4	2	0	0	0
Sat Dec 19	38	113	32	41	1.2	1.2	0	0	0	0
Sun Dec 20	30	157	36	460	1.2	3.9	0	0	0	0
Mon Dec 21	51	165	35	421	1.2	3.3	9	1	0	0
Tue Dec 22	50	172	23	373	1.1	2.8	2	0	0	0
Wed Dec 23	48	163	21	438	1.1	3.8	2	0	R 1 596	0
Thu Dec 24	35	113	6	41	1.1	1.4	0	0	0	0
Fri Dec 25	17	108	30	2	1.9	1.1	1	0	0	0
Sat Dec 26	22	108	12	2	1.1	1.1	0	0	0	0
Sun Dec 27	28	106	10	14	1.1	1.1	1	0	0	0
Mon Dec 28	49	116	19	17	1.1	1.2	0	1	0	0
Tue Dec 29	42	115	23	19	1.1	1.2	3	0	0	0
Wed Dec 30	50	123	23	10	1.2	1.3	3	0	0	0
Thu Dec 31	26	113	0	3	1	1.1	0	0	0	0
Fri Jan 1	23	112	25	17	1.5	1.1	0	0	0	0
Sat Jan 2	6	106	30	1	1.2	1.1	0	0	0	0
Sun Jan 3	0	128	0	29	0	1.4	0	0	0	0
Mon Jan 4	2	120	0	28	1	1.7	1	1	0	0
Tue Jan 5	0	130	0	19	0	1.5	0	1	0	0
Wed Jan 6	37	141	39	22	1.2	1.5	3	0	0	0
Thu Jan 7	36	145	3	13	1	1.3	0	1	0	0
Fri Jan 8	42	129	1	15	1.1	1.5	0	0	0	0
Sat Jan 9	36	124	2	7	1.1	1.3	0	0	0	0
Sun Jan 10	36	123	31	9	1.5	1.2	3	0	0	0
Mon Jan 11	33	155	1	20	1	1.5	1	1	0	0
Tue Jan 12	41	141	10	25	1.1	1.6	2	0	R 625.85	0
Wed Jan 13	26	146	22	15	1.1	1.3	1	1	0	R 1 750
Thu Jan 14	36	150	8	18	1.1	1.5	0	1	0	0
Fri Jan 15	33	137	18	23	1.2	1.4	0	2	0	0
Sat Jan 16	39	114	30	3	1.3	1.2	0	0	0	0
Sun Jan 17	36	135	15	75	1.3	1.6	0	0	0	0
Mon Jan 18	37	160	40	46	1.2	1.7	2	2	0	R 321.48
Tue Jan 19	37	133	5	18	1.1	1.4	2	0	0	0
Wed Jan 20	38	157	6	29	1.1	1.4	0	1	0	0
Thu Jan 21	42	130	27	5	1.3	1.1	1	0	R 912	0
Fri Jan 22	42	139	7	25	1.3	1.4	1	0	0	0
Sat Jan 23	35	119	37	9	1.2	1.1	0	0	0	0
Sun Jan 24	0	0	0	0	0	0	0	0	0	0
Mon Jan 25	40	148	7	34	1.1	1.3	2	4	0	0
Tue Jan 26	36	158	27	33	1.6	1.7	1	2	0	0
Wed Jan 27	38	155	20	35	1.3	1.7	1	0	0	0
Thu Jan 28	35	141	13	49	1.1	1.7	0	1	0	0
Fri Jan 29	38	115	23	25	1.2	1.2	3	0	0	0
Sat Jan 30	40	114	16	13	1.3	1.3	0	0	0	0
Sun Jan 31	36	116	5	8	1.1	1.1	0	0	0	0

APPENDIX 1C

Journal Article 1 - Interview



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This interview/experiment forms part of the research for a DTech degree at the Cape Peninsula University of Technology. The purpose of this interview/experiment is to obtain user feedback regarding website usability. The result of this interview/experiment will provide the researcher with some indication as to the obstacles that may impede your online interaction, experience and process.

The information obtained from this interview/experiment will be treated as confidential. Your involvement in this study is voluntary. Should you decide to participate, please answer the following questions as accurately as possible.

Thank you for your time.

Question 1

Indicate the estimated number of years you have been exposed to the Internet?

1. Less than 5 years
2. 5 years
3. more than 5 years but less than 8 years
4. 8 years
5. more than 8 years but less than 10 years
6. 10 years and more

Question 2

How often do you generally use the Internet?

1. At least once a day
2. Approximately once a week only
3. A few times a month
4. Approximately once a year only

Question 3

Have you recently used the Internet to do any of the following (You may tick more than one)?

- | | Yes | No | |
|----|--------------------------|--------------------------|--|
| 1. | <input type="checkbox"/> | <input type="checkbox"/> | Made use of Internet banking |
| 2. | <input type="checkbox"/> | <input type="checkbox"/> | Sign up for a newsletter online |
| 3. | <input type="checkbox"/> | <input type="checkbox"/> | Sign up for a webinar online |
| 4. | <input type="checkbox"/> | <input type="checkbox"/> | Register a user profile account online |
| 5. | <input type="checkbox"/> | <input type="checkbox"/> | Purchased any product or service over the Internet |
| 6. | <input type="checkbox"/> | <input type="checkbox"/> | Requested a quote online |

Consider the above 6 online interactions, or similar, for question 4 to question 9 below:

Question 4

Would the lack of security, trust and credibility on a website prevent you from completing the online process?

1. Yes
2. No

Question 5

Would the lack of client testimonials on a website prevent you from completing the online process?

1. Yes
2. No

Question 6

Would the lack of company information on a website prevent you from completing the online process?

1. Yes
2. No

Question 7

Would the lack of the company contact information on a website prevent you from completing the online process?

1. Yes
2. No

Question 8

Would the lack of a company feedback form on a website prevent you from completing the online process?

1. Yes

2. No

Question 9

Would excessive content on a single webpage negatively affect you in such a way that it could possibly impede and/or prevent you from completing the online process?

1. Yes

2. No

Please consider the control website and the experimental website for the remaining questions:

Please take 10 minutes to view each of the two websites below. Follow the process to request a quote on each of the two websites.

Control website – <http://www.copywriters.co.za>

Experimental Website – <http://www.copywriters.co.za/ppc>

Question 10

If forced to choose one of the two websites for the purpose just used, which one of the two websites would be the preferred website?

1. Control website

2. Experimental website

Question 11

When considering the control website are there any changes you suggest, which would encourage you to complete the online process?

Question 12

When considering the experimental website are there any changes you would suggest, which would encourage you to complete the online process?

Question 13

Are you in any way apprehensive to submit your personal details online?

1. Yes
2. No

If yes, why?

Question 14

Consider the Control website – <http://www.copywriters.co.za>:

Does the accessibility of the contact form:

- A. affect the likelihood that you would click off to the contact form in order to complete the fields and submit the form?
 - Yes
 - No

- B. affect the likelihood that you would submit your personal details online?
 - Yes
 - No

Question 15

Consider the Experimental Website – <http://www.copywriters.co.za/ppc/>:

Does the accessibility of the contact form:

- A. affect the likelihood that you would complete the fields and submit the form?
 - Yes
 - No

- B. affect the likelihood that you would submit your personal details online?
 - Yes
 - No

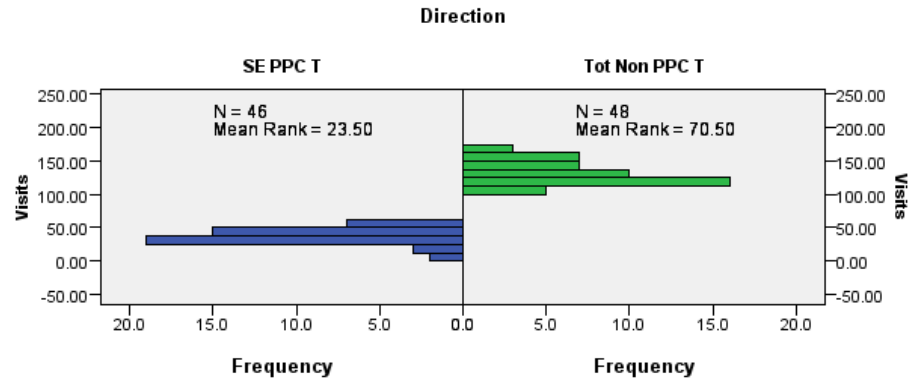
APPENDIX 1D

Journal Article 1 - Non-parametric statistics by means of the Mann-Whitney U Test

Direction		Visits	Average Time On Site	Average Page Views per Visit	Conversions	Return on Investment
SE PPC T	N	46	46	46	46	46
	Mean	36.83	17.30	1.191	1.22	111.4967
	Std. Deviation	10.971	11.883	.1697	1.699	399.41132
	Std. Error of Mean	1.618	1.752	.0250	.250	58.88999
	Minimum	2	0	1.0	0	.00
	Maximum	55	40	1.9	9	1995.00
	Sum	1694	796	54.8	56	5128.85
Tot Non PPC T	N	48	48	48	48	48
	Mean	131.79	55.42	1.517	.44	43.1558
	Std. Deviation	18.024	113.394	.6319	.796	255.84457
	Std. Error of Mean	2.601	16.367	.0912	.115	36.92798
	Minimum	106	1	1.1	0	.00
	Maximum	172	460	3.9	4	1750.00
	Sum	6326	2660	72.8	21	2071.48
Total	N	94	94	94	94	94
	Mean	85.32	36.77	1.357	.82	76.5993
	Std. Deviation	50.002	83.267	.4924	1.368	333.84342
	Std. Error of Mean	5.157	8.588	.0508	.141	34.43332
	Minimum	2	0	1.0	0	.00
	Maximum	172	460	3.9	9	1995.00
	Sum	8020	3456	127.6	77	7200.33

Test of Normality				
	Direction	Kolmogorov-Smirnov ^a		
		Statistic	df	p-value
Visits	SE PPC T	0.195	46	0.000
	Tot Non PPC T	0.105	48	0.200
Average Time On Site	SE PPC T	0.122	46	0.084
	Tot Non PPC T	0.398	48	0.000
Average Page Views per Visit	SE PPC T	0.226	46	0.000
	Tot Non PPC T	0.303	48	0.000
Conversions	SE PPC T	0.237	46	0.000
	Tot Non PPC T	0.396	48	0.000
Return On Investment	SE PPC T	0.523	46	0.000
	Tot Non PPC T	0.525	48	0.000

Independent-Samples Mann-Whitney U Test



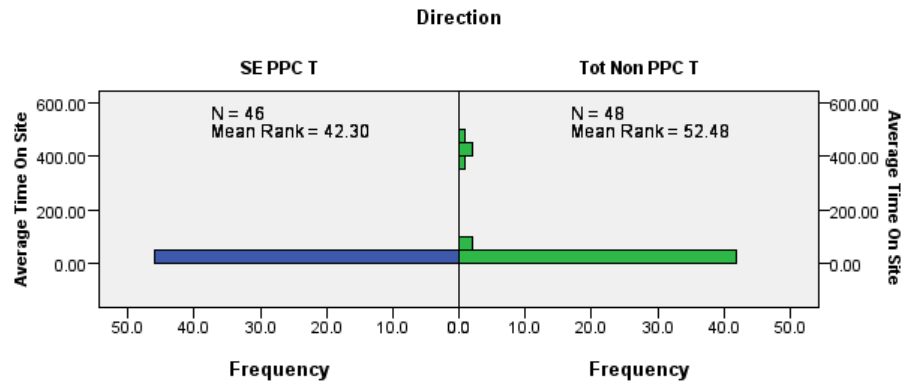
Total N	94
Mann-Whitney U	2,208.000
Wilcoxon W	3,384.000
Test Statistic	2,208.000
Standard Error	132.157
Standardized Test Statistic	8.354
Asymptotic Sig. (2-sided test)	.000

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Visits is the same across categories of Direction.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Independent-Samples Mann-Whitney U Test



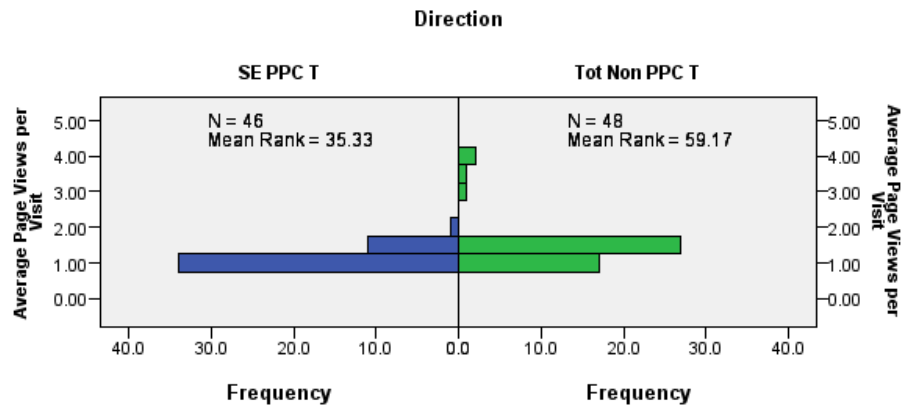
Total N	94
Mann-Whitney U	1,343.000
Wilcoxon W	2,519.000
Test Statistic	1,343.000
Standard Error	132.159
Standardized Test Statistic	1.808
Asymptotic Sig. (2-sided test)	.071

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
2	The distribution of Average Time On Site is the same across categories of Direction.	Independent-Samples Mann-Whitney U Test	.071	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Independent-Samples Mann-Whitney U Test



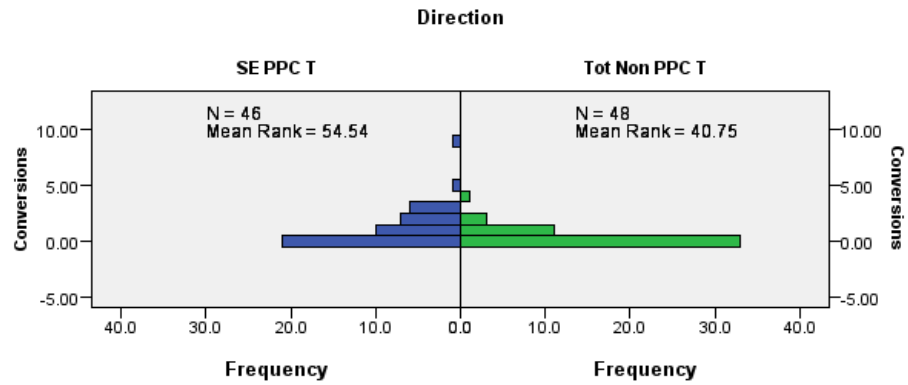
Total N	94
Mann-Whitney U	1,664.000
Wilcoxon W	2,840.000
Test Statistic	1,664.000
Standard Error	129.500
Standardized Test Statistic	4.324
Asymptotic Sig. (2-sided test)	.000

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
3	The distribution of Average Page Views per Visit is the same across categories of Direction.	Independent-Samples Mann-Whitney U Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Independent-Samples Mann-Whitney U Test



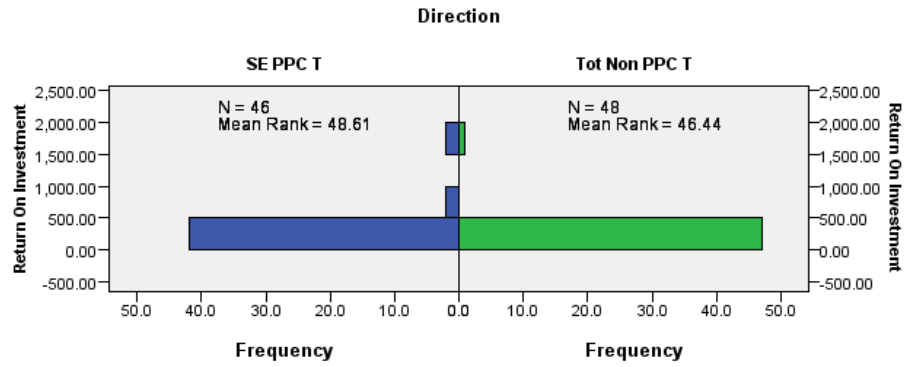
Total N	94
Mann-Whitney U	780.000
Wilcoxon W	1,956.000
Test Statistic	780.000
Standard Error	118.098
Standardized Test Statistic	-2.743
Asymptotic Sig. (2-sided test)	.006

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
4	The distribution of Conversions is the same across categories of Direction.	Independent-Samples Mann-Whitney U Test	.006	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Independent-Samples Mann-Whitney U Test



Total N	94
Mann-Whitney U	1,053.000
Wilcoxon W	2,229.000
Test Statistic	1,053.000
Standard Error	56.021
Standardized Test Statistic	-.910
Asymptotic Sig. (2-sided test)	.363

Hypothesis Test Summary


	Null Hypothesis	Test	Sig.	Decision
5	The distribution of Return On Investment is the same across categories of Direction.	Independent-Samples Mann-Whitney U Test	.363	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

APPENDIX 1E

Journal Article 1 - Snapshot of the first page as it is actually published (SAJIM)

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An empirical study on website usability elements and how they affect search engine optimisation

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- **Abstract**
- **Introduction**
- **Website usability**
- **Software usability (human interface design)**
- **Previous work**
- **Trust and credibility as a website usability attribute**
- **Single page view, content and frames as website usability attributes**
- **Keywords as a website usability attribute**
- **Images as a website usability attribute**
- **Search engine optimisation contradictions**
- **Trust and credibility**
- **Single page view, content and frames**
- **Keywords**
- **Images**
- **Methodology**
- **Control website**
- **Experimental website**
- **Results**
- **Control website (www.copywriters.co.za)**
- **Experimental website (www.copywriters.co.za/ppc/)**
- **Statistical analysis**
- **Triangulation**
- **Conclusion**
- **References**

Abstract [Back to top](#)

The primary objective of this research project was to identify and investigate the website usability attributes which are in contradiction with search engine optimisation elements. The secondary objective was to determine if these usability attributes affect conversion. Although the literature review identifies the contradictions, experts disagree about their

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APPENDIX 2F

130 predetermined keywords (considering brand, product, search popularity & competitiveness)

1	Ad jingles		66	feature article writing
2	advertising and editorial writing		67	Feature articles copywriting
3	advertising copy		68	Flyers and leaflet copywriting
4	advertising copywriters		69	Ghostwriting copywriting
5	advertising copywriting		70	Grammar editing
6	advertising jingles		71	high-end annual report writing
7	advertorial		72	industry specific articles copywriting
8	Advertorial copywriting		73	Informative media writing
9	Advertorial writing		74	Internet copywriting
10	Afrikaans advertising copywriting		75	jingle writing
11	Afrikaans Advertorials copywriting		76	journalism and advertising copywriting
12	Afrikaans Annual reports copywriting		77	Journalism copywriting
13	Afrikaans business copywriting		78	leaflet copywriting
14	Afrikaans Case Studies copywriting		79	media copywriter
15	Afrikaans Company profiles copywriting		80	media writing
16	Afrikaans copywriting		81	newsletter copywriting
17	Afrikaans Corporate brochures copywriting		82	newsletter copywriting strategies
18	Afrikaans Datasheets copywriting		83	Online Afrikaans copywriting
19	Afrikaans editing		84	online copywriting
20	Afrikaans editing and proofreading		85	outdoor advertising copywriters
21	Afrikaans Feature articles copywriting		86	Pamphlet design copywriting
22	Afrikaans Ghostwriting copywriting		87	Persuasive media writing
23	Afrikaans Industry specific articles copywriting		88	poster advertising copywriters
24	Afrikaans Internal communications copywriting		89	Presentation copywriting
25	Afrikaans Journalism copywriting		90	product description copywriting
26	Afrikaans media and other copywriting		91	professional Afrikaans copywriting
27	Afrikaans Newsletters copywriting		92	professional brochure copywriter
28	Afrikaans Outdoor ads copywriting		93	professional brochure copywriting
29	Afrikaans Pamphlets and brochures copywriting		94	professional business communication copywriting
30	Afrikaans Presentations copywriting		95	professional copywriter
31	Afrikaans Press releases copywriting		96	professional copywriting
32	Afrikaans Product descriptions copywriting		97	professional editing
33	Afrikaans proofreading		98	professional pamphlet copywriting
34	Afrikaans Sales letters copywriting		99	professional translation copywriting
35	Afrikaans Scripts copywriting		100	professional translator
36	Afrikaans SEO copywriting		101	proofreading
37	Afrikaans Website copywriting		102	proofreading and editing
38	Afrikaans White papers copywriting		103	quality business copywriting
39	annual report writing		104	sales letter writing
40	Billboard advertising copywriting		105	sales letters copywriting
41	brochure copy		106	script writing specialists
42	brochure design copywriting		107	Scripts copywriting
43	brochure layout design		108	search engine optimization copywriting
44	Brochure templates		109	SEO copywriting
45	Bus advertising copywriting		110	Specialists in business copywriting
46	business brochures		111	Strategic Afrikaans copywriting
47	business Case study copywriting		112	strategic business copywriting
48	business communication copywriting		113	strategic copywriting
49	business copywriting		114	Technical editing

50	Business white paper copywriting		115	Translate English to Afrikaans
51	Car advertising copywriting		116	Translate English to French
52	Case studies copywriting		117	Translate English to German
53	commercial jingle		118	Translate English to Spanish
54	Compelling business and marketing copywriting		119	translate your text
55	copy editing		120	Translation-copywriters
56	copywriting		121	Web copywriting
57	copywriting freelance		122	Web page copywriting
58	copywriting specialties		123	website copywriting
59	corporate brochures copywriting		124	white papers copywriting
60	corporate communications copywriting		125	write company business profiles
61	corporate newsletter copywriting		126	write product descriptions
62	corporate presentation copywriting		127	write professional annual reports
63	datasheets copywriting		128	writing Afrikaans copy
64	Educational media writing		129	Writing professional datasheets
65	Entertainment media writing		130	writing sales letters

APPENDIX 2G

Journal Article 2 - PPC Website activity on the Copywriters Website (CW - conversion)

Date	Visits		Average Time on Site (seconds)		Average Page Views per Visit		Conversions		ROI
2010	PPC T		PPC T		PPC T		PPC T		PPC T
Mon Feb 1	66		9		1.2		1		0
Tue Feb 2	42		4		1.2		1		0
Wed Feb 3	35		8		1.2		0		0
Thu Feb 4	39		10		1.2		0		0
Fri Feb 5	39		11		1.4		1		0
Sat Feb 6	39		22		1.7		0		0
Sun Feb 7	33		19		1.4		2		0
Mon Feb 8	45		13		1.4		1		0
Tue Feb 9	33		4		1.2		0		0
Wed Feb 10	41		33		1.4		1		0
Thu Feb 11	33		12		1.4		0		0
Fri Feb 12	30		5		1.3		0		0
Sat Feb 13	41		3		1.2		0		0
Sun Feb 14	39		9		1.3		1		0
Mon Feb 15	42		14		1.6		0		0
Tue Feb 16	44		15		1.2		0		0
Wed Feb 17	38		24		1.4		1		0
Thu Feb 18	40		8		1.3		1		0
Fri Feb 19	35		6		1.5		0		0
Sat Feb 20	26		27		1.7		1		0
Sun Feb 21	28		6		1.4		3		0
Mon Feb 22	43		27		1.3		0		0
Tue Feb 23	49		7		1.3		1		0
Wed Feb 24	28		14		1.4		0		0
Thu Feb 25	34		18		1.5		1		0
Fri Feb 26	25		4		1.3		0		0
Sat Feb 27	23		5		1.2		1		0
Sun Feb 28	33		8		1.5		0		0
Mon Mar 1	33		7		1.4		1		0
Tue Mar 2	27		52		1.6		0		0
Wed Mar 3	38		11		1.3		0		0
Thu Mar 4	34		12		1.2		1		0
Fri Mar 5	40		50		1.6		1		0
Sat Mar 6	32		10		1.3		0		0
Sun Mar 7	35		8		1.4		0		0
Mon Mar 8	39		10		1.6		1		0
Tue Mar 9	43		8		1.6		0		0
Wed Mar 10	42		10		1.4		1		0
Thu Mar 11	36		15		1.3		0		0
Fri Mar 12	32		6		1.2		0		0
Sat Mar 13	33		51		1.8		1		0
Sun Mar 14	33		4		1.2		0		0
Mon Mar 15	33		14		1.3		2		R 1 040
Tue Mar 16	36		30		1.3		0		0
Wed Mar 17	35		21		1.6		0		0
Thu Mar 18	32		31		1.8		2		0
Fri Mar 19	41		19		1.3		2		0
Sat Mar 20	36		5		1.2		0		0
Sun Mar 21	35		47		1.7		1		R 457

APPENDIX 2H

Journal Article 2 - PPC Website activity on the Translation-copywriters (EW2 - conversion)

Date	Visits		Average Time on Site (seconds)		Average Page Views per Visit		Conversions		ROI
2010	PPC T		PPC T		PPC T		PPC T		PPC T
Wed Sep 1	8		41		1.6		0		0
Thu Sep 2	33		26		1.5		0		0
Fri Sep 3	35		24		1.5		1		0
Sat Sep 4	37		22		1.3		1		0
Sun Sep 5	26		6		1.2		0		0
Mon Sep 6	39		14		1.1		0		0
Tue Sep 7	34		17		1.3		0		0
Wed Sep 8	34		3		1.1		0		0
Thu Sep 9	36		45		1.3		0		0
Fri Sep 10	21		32		1.4		0		0
Sat Sep 11	28		23		1.4		0		0
Sun Sep 12	32		6		1.2		0		0
Mon Sep 13	25		2		1.1		0		0
Tue Sep 14	30		37		1.3		0		0
Wed Sep 15	32		32		1.6		1		0
Thu Sep 16	27		54		1.7		1		0
Fri Sep 17	28		42		1.3		0		0
Sat Sep 18	32		6		1.3		0		0
Sun Sep 19	32		11		1.4		0		0
Mon Sep 20	36		12		1.3		1		0
Tue Sep 21	29		8		1.3		0		0
Wed Sep 22	25		14		1.2		0		0
Thu Sep 23	31		69		1.5		0		0
Fri Sep 24	22		47		1.4		1		0
Sat Sep 25	23		17		1.5		1		0
Sun Sep 26	29		33		1.3		0		0
Mon Sep 27	26		62		1.8		0		0
Tue Sep 28	28		49		1.5		0		0
Wed Sep 29	30		30		1.6		0		0
Thu Sep 30	29		9		1.2		0		0
Fri Oct 1	27		1		1.1		0		0
Sat Oct 2	23		2		1.2		0		0
Sun Oct 3	29		21		1.6		0		0
Mon Oct 4	24		2		1.1		0		0
Tue Oct 5	37		32		1.4		0		0
Wed Oct 6	33		67		1.6		0		0
Thu Oct 7	32		21		1.3		1		0
Fri Oct 8	24		25		1.4		1		0
Sat Oct 9	31		10		1.8		0		0
Sun Oct 10	28		8		1.1		0		0
Mon Oct 11	24		2		1.1		0		0
Tue Oct 12	29		23		1.4		0		0
Wed Oct 13	29		5		1.2		0		0
Thu Oct 14	21		84		1.6		1		0
Fri Oct 15	31		7		1.3		0		0
Sat Oct 16	27		38		1.6		0		0
Sun Oct 17	23		45		1.7		0		0
Mon Oct 18	38		9		1.4		0		0
Tue Oct 19	87		17		1.4		1		0

APPENDIX 2I

Journal Article 2 - Copywriters search engine traffic over four months (CW - traffic)

2010	SE		2010	SE		2010	SE		2010	SE		2010	SE
Thu Jul 1	20		Sun Aug 1	5		Wed Sep 1	20		Fri Oct 1	15		Mon Nov 1	15
Fri Jul 2	14		Mon Aug 2	20		Thu Sep 2	28		Sat Oct 2	6		Tue Nov 2	21
Sat Jul 3	9		Tue Aug 3	17		Fri Sep 3	12		Sun Oct 3	0		Wed Nov 3	30
Sun Jul 4	7		Wed Aug 4	16		Sat Sep 4	10		Mon Oct 4	20		Thu Nov 4	19
Mon Jul 5	22		Thu Aug 5	16		Sun Sep 5	10		Tue Oct 5	15		Fri Nov 5	15
Tue Jul 6	12		Fri Aug 6	10		Mon Sep 6	14		Wed Oct 6	18		Sat Nov 6	6
Wed Jul 7	15		Sat Aug 7	5		Tue Sep 7	20		Thu Oct 7	0		Sun Nov 7	11
Thu Jul 8	27		Sun Aug 8	6		Wed Sep 8	25		Fri Oct 8	11		Mon Nov 8	18
Fri Jul 9	17		Mon Aug 9	18		Thu Sep 9	27		Sat Oct 9	8			
Sat Jul 10	2		Tue Aug 10	20		Fri Sep 10	19		Sun Oct 10	10			
Sun Jul 11	6		Wed Aug 11	29		Sat Sep 11	7		Mon Oct 11	23			
Mon Jul 12	24		Thu Aug 12	25		Sun Sep 12	10		Tue Oct 12	15			
Tue Jul 13	22		Fri Aug 13	14		Mon Sep 13	24		Wed Oct 13	27			
Wed Jul 14	19		Sat Aug 14	5		Tue Sep 14	19		Thu Oct 14	38			
Thu Jul 15	16		Sun Aug 15	10		Wed Sep 15	12		Fri Oct 15	8			
Fri Jul 16	6		Mon Aug 16	23		Thu Sep 16	10		Sat Oct 16	5			
Sat Jul 17	7		Tue Aug 17	25		Fri Sep 17	15		Sun Oct 17	4			
Sun Jul 18	11		Wed Aug 18	10		Sat Sep 18	0		Mon Oct 18	26			
Mon Jul 19	24		Thu Aug 19	17		Sun Sep 19	4		Tue Oct 19	20			
Tue Jul 20	16		Fri Aug 20	17		Mon Sep 20	0		Wed Oct 20	24			
Wed Jul 21	17		Sat Aug 21	7		Tue Sep 21	20		Thu Oct 21	20			
Thu Jul 22	29		Sun Aug 22	7		Wed Sep 22	14		Fri Oct 22	14			
Fri Jul 23	18		Mon Aug 23	18		Thu Sep 23	8		Sat Oct 23	9			
Sat Jul 24	5		Tue Aug 24	20		Fri Sep 24	3		Sun Oct 24	8			
Sun Jul 25	10		Wed Aug 25	16		Sat Sep 25	5		Mon Oct 25	24			
Mon Jul 26	15		Thu Aug 26	20		Sun Sep 26	6		Tue Oct 26	22			
Tue Jul 27	20		Fri Aug 27	0		Mon Sep 27	18		Wed Oct 27	22			
Wed Jul 28	25		Sat Aug 28	6		Tue Sep 28	22		Thu Oct 28	11			
Thu Jul 29	16		Sun Aug 29	5		Wed Sep 29	26		Fri Oct 29	20			
Fri Jul 30	21		Mon Aug 30	28		Thu Sep 30	17		Sat Oct 30	9			
Sat Jul 31	8		Tue Aug 31	22					Sun Oct 31	10			

APPENDIX 2J

Journal Article 2 - Translation-Copywriters search engine traffic over four months (EW2 - traffic)

2010	SE		2010	SE		2010	SE		2010	SE		2010	SE
Thu Jul 1	0		Sun Aug 1	0		Wed Sep 1	8		Fri Oct 1	4		Mon Nov 1	4
Fri Jul 2	0		Mon Aug 2	1		Thu Sep 2	5		Sat Oct 2	5		Tue Nov 2	2
Sat Jul 3	0		Tue Aug 3	0		Fri Sep 3	6		Sun Oct 3	1		Wed Nov 3	4
Sun Jul 4	0		Wed Aug 4	0		Sat Sep 4	1		Mon Oct 4	10		Thu Nov 4	5
Mon Jul 5	3		Thu Aug 5	0		Sun Sep 5	3		Tue Oct 5	2		Fri Nov 5	1
Tue Jul 6	0		Fri Aug 6	0		Mon Sep 6	7		Wed Oct 6	6		Sat Nov 6	3
Wed Jul 7	0		Sat Aug 7	0		Tue Sep 7	6		Thu Oct 7	9		Sun Nov 7	0
Thu Jul 8	2		Sun Aug 8	1		Wed Sep 8	5		Fri Oct 8	4		Mon Nov 8	10
Fri Jul 9	0		Mon Aug 9	2		Thu Sep 9	2		Sat Oct 9	2			
Sat Jul 10	0		Tue Aug 10	1		Fri Sep 10	1		Sun Oct 10	3			
Sun Jul 11	2		Wed Aug 11	4		Sat Sep 11	4		Mon Oct 11	7			
Mon Jul 12	0		Thu Aug 12	4		Sun Sep 12	0		Tue Oct 12	9			
Tue Jul 13	1		Fri Aug 13	2		Mon Sep 13	2		Wed Oct 13	8			
Wed Jul 14	1		Sat Aug 14	0		Tue Sep 14	6		Thu Oct 14	4			
Thu Jul 15	1		Sun Aug 15	0		Wed Sep 15	2		Fri Oct 15	5			
Fri Jul 16	0		Mon Aug 16	2		Thu Sep 16	5		Sat Oct 16	3			
Sat Jul 17	0		Tue Aug 17	2		Fri Sep 17	1		Sun Oct 17	0			
Sun Jul 18	0		Wed Aug 18	1		Sat Sep 18	1		Mon Oct 18	5			
Mon Jul 19	1		Thu Aug 19	5		Sun Sep 19	2		Tue Oct 19	10			
Tue Jul 20	1		Fri Aug 20	1		Mon Sep 20	4		Wed Oct 20	5			
Wed Jul 21	1		Sat Aug 21	1		Tue Sep 21	3		Thu Oct 21	14			
Thu Jul 22	0		Sun Aug 22	0		Wed Sep 22	1		Fri Oct 22	1			
Fri Jul 23	0		Mon Aug 23	5		Thu Sep 23	4		Sat Oct 23	0			
Sat Jul 24	1		Tue Aug 24	3		Fri Sep 24	5		Sun Oct 24	1			
Sun Jul 25	1		Wed Aug 25	3		Sat Sep 25	1		Mon Oct 25	6			
Mon Jul 26	1		Thu Aug 26	2		Sun Sep 26	3		Tue Oct 26	7			
Tue Jul 27	0		Fri Aug 27	29		Mon Sep 27	6		Wed Oct 27	4			
Wed Jul 28	1		Sat Aug 28	0		Tue Sep 28	5		Thu Oct 28	7			
Thu Jul 29	5		Sun Aug 29	3		Wed Sep 29	2		Fri Oct 29	6			
Fri Jul 30	0		Mon Aug 30	2		Thu Sep 30	3		Sat Oct 30	0			
Sat Jul 31	0		Tue Aug 31	6					Sun Oct 31	1			

APPENDIX 2K

Journal Article 2 - Global Copywriters & Translation-copywriters rankings for 130 keywords over 4 months

August	Engine	Keyword	Position	Page
2010/08/08	Google (South Africa)	copywriting	5	1
2010/08/08	Google (South Africa)	Translation-copywriters	1	1
2010/08/08	Google (South Africa)	Translation-copywriters	2	1
2010/08/08	Google (South Africa)	Translation-copywriters	3	1
2010/08/08	Google (South Africa)	Translation-copywriters	4	1
2010/08/08	Google (South Africa)	copywriting freelance	1	1
2010/08/08	Google (South Africa)	copywriting specialties	16	2
2010/08/08	Google (South Africa)	professional copywriting	0	0
2010/08/08	Google (South Africa)	professional copywriter	10	1
2010/08/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans copywriting	5	1
2010/08/08	Google (South Africa)	writing Afrikaans copy	1	1
2010/08/08	Google (South Africa)	writing Afrikaans copy	25	3
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	16	2
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Annual reports copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Company profiles copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Company profiles copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1

2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Newsletters copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Newsletters copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Sales letters copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Sales letters copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/08/08	Google (South Africa)	Strategic Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	Strategic Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans editing and proofreading	8	1
2010/08/08	Google (South Africa)	Afrikaans editing and proofreading	12	2
2010/08/08	Google (South Africa)	Afrikaans editing	4	1
2010/08/08	Google (South Africa)	Afrikaans editing	25	3
2010/08/08	Google (South Africa)	Afrikaans proofreading	9	1
2010/08/08	Google (South Africa)	Afrikaans proofreading	20	2
2010/08/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans media and other copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Case Studies copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Case Studies copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Case Studies copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	5	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Website copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Website copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	5	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	11	2
2010/08/08	Google (South Africa)	advertising copywriting	0	0
2010/08/08	Google (South Africa)	Advertorial copywriting	4	1
2010/08/08	Google (South Africa)	advertorial	0	0
2010/08/08	Google (South Africa)	advertising and editorial writing	0	0
2010/08/08	Google (South Africa)	Advertorial writing	0	0

2010/08/08	Google (South Africa)	journalism and advertising copywriting	6	1
2010/08/08	Google (South Africa)	advertising copy	0	0
2010/08/08	Google (South Africa)	Ad jingles	0	0
2010/08/08	Google (South Africa)	advertising jingles	0	0
2010/08/08	Google (South Africa)	writing advertising jingles	0	0
2010/08/08	Google (South Africa)	jingle writing	0	0
2010/08/08	Google (South Africa)	commercial jingle	0	0
2010/08/08	Google (South Africa)	outdoor advertising copywriters	3	1
2010/08/08	Google (South Africa)	outdoor advertising copywriters	4	1
2010/08/08	Google (South Africa)	Billboard advertising copywriting	21	3
2010/08/08	Google (South Africa)	poster advertising copywriters	0	0
2010/08/08	Google (South Africa)	advertising copywriters	6	1
2010/08/08	Google (South Africa)	Bus advertising copywriting	9	1
2010/08/08	Google (South Africa)	Car advertising copywriting	0	0
2010/08/08	Google (South Africa)	professional brochure copywriting	0	0
2010/08/08	Google (South Africa)	professional pamphlet copywriting	9	1
2010/08/08	Google (South Africa)	professional pamphlet copywriting	21	3
2010/08/08	Google (South Africa)	leaflet copywriting	4	1
2010/08/08	Google (South Africa)	brochure design copywriting	23	3
2010/08/08	Google (South Africa)	brochure layout design	0	0
2010/08/08	Google (South Africa)	business brochures	0	0
2010/08/08	Google (South Africa)	Brochure templates	0	0
2010/08/08	Google (South Africa)	brochure copy	0	0
2010/08/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/08/08	Google (South Africa)	Pamphlet design copywriting	2	1
2010/08/08	Google (South Africa)	Flyers and leaflet copywriting	1	1
2010/08/08	Google (South Africa)	Flyers and leaflet copywriting	2	1
2010/08/08	Google (South Africa)	business copywriting	10	1
2010/08/08	Google (South Africa)	business copywriting	11	2
2010/08/08	Google (South Africa)	quality business copywriting	0	0
2010/08/08	Google (South Africa)	Compelling business and marketing copywriting	0	0
2010/08/08	Google (South Africa)	Specialists in business copywriting	22	3
2010/08/08	Google (South Africa)	write professional annual reports	0	0
2010/08/08	Google (South Africa)	annual report writing	0	0
2010/08/08	Google (South Africa)	high-end annual report writing	0	0
2010/08/08	Google (South Africa)	write company business profiles	0	0
2010/08/08	Google (South Africa)	professional brochure copywriter	0	0
2010/08/08	Google (South Africa)	corporate brochures copywriting	3	1
2010/08/08	Google (South Africa)	Writing professional datasheets	0	0
2010/08/08	Google (South Africa)	datasheets copywriting	10	1
2010/08/08	Google (South Africa)	datasheets copywriting	24	3
2010/08/08	Google (South Africa)	industry specific articles copywriting	6	1
2010/08/08	Google (South Africa)	industry specific articles copywriting	7	1
2010/08/08	Google (South Africa)	business communication copywriting	0	0
2010/08/08	Google (South Africa)	corporate communications copywriting	0	0
2010/08/08	Google (South Africa)	professional business communication copywriting	0	0
2010/08/08	Google (South Africa)	newsletter copywriting	16	2
2010/08/08	Google (South Africa)	corporate newsletter copywriting	7	1
2010/08/08	Google (South Africa)	newsletter copywriting strategies	8	1
2010/08/08	Google (South Africa)	Presentation copywriting	0	0
2010/08/08	Google (South Africa)	corporate presentation copywriting	0	0
2010/08/08	Google (South Africa)	product description copywriting	0	0
2010/08/08	Google (South Africa)	write product descriptions	0	0
2010/08/08	Google (South Africa)	sales letter writing	0	0
2010/08/08	Google (South Africa)	writing sales letters	0	0
2010/08/08	Google (South Africa)	sales letters copywriting	0	0
2010/08/08	Google (South Africa)	strategic copywriting	8	1
2010/08/08	Google (South Africa)	strategic business copywriting	5	1
2010/08/08	Google (South Africa)	white papers copywriting	0	0
2010/08/08	Google (South Africa)	Business white paper copywriting	0	0

2010/08/08	Google (South Africa)	proofreading and editing	0	0
2010/08/08	Google (South Africa)	copy editing	0	0
2010/08/08	Google (South Africa)	professional editing	0	0
2010/08/08	Google (South Africa)	Technical editing	0	0
2010/08/08	Google (South Africa)	Grammar editing	0	0
2010/08/08	Google (South Africa)	proofreading	0	0
2010/08/08	Google (South Africa)	media writing	0	0
2010/08/08	Google (South Africa)	media copywriter	0	0
2010/08/08	Google (South Africa)	Informative media writing	0	0
2010/08/08	Google (South Africa)	Educational media writing	0	0
2010/08/08	Google (South Africa)	Persuasive media writing	0	0
2010/08/08	Google (South Africa)	Entertainment media writing	0	0
2010/08/08	Google (South Africa)	Case studies copywriting	0	0
2010/08/08	Google (South Africa)	business Case study copywriting	0	0
2010/08/08	Google (South Africa)	Feature articles copywriting	4	1
2010/08/08	Google (South Africa)	Feature articles copywriting	24	3
2010/08/08	Google (South Africa)	feature article writing	0	0
2010/08/08	Google (South Africa)	Ghostwriting copywriting	0	0
2010/08/08	Google (South Africa)	Journalism copywriting	0	0
2010/08/08	Google (South Africa)	script writing specialists	0	0
2010/08/08	Google (South Africa)	Scripts copywriting	0	0
2010/08/08	Google (South Africa)	online copywriting	0	0
2010/08/08	Google (South Africa)	SEO copywriting	25	3
2010/08/08	Google (South Africa)	search engine optimization copywriting	9	1
2010/08/08	Google (South Africa)	website copywriting	5	1
2010/08/08	Google (South Africa)	website copywriting	21	3
2010/08/08	Google (South Africa)	Web copywriting	0	0
2010/08/08	Google (South Africa)	Internet copywriting	0	0
2010/08/08	Google (South Africa)	Web page copywriting	0	0
2010/08/08	Google (South Africa)	professional translator	0	0
2010/08/08	Google (South Africa)	translate your text	0	0
2010/08/08	Google (South Africa)	professional translation copywriting	17	2
2010/08/08	Google (South Africa)	professional translation copywriting	20	2
2010/08/08	Google (South Africa)	professional translation copywriting	29	3
2010/08/08	Google (South Africa)	Translate English to Afrikaans	0	0
2010/08/08	Google (South Africa)	Translate English to Spanish	0	0
2010/08/08	Google (South Africa)	Translate English to French	0	0
2010/08/08	Google (South Africa)	Translate English to German	0	0
2010/08/08	MSN (South Africa)	copywriting	0	0
2010/08/08	MSN (South Africa)	Translation-copywriters	0	0
2010/08/08	MSN (South Africa)	copywriting freelance	0	0
2010/08/08	MSN (South Africa)	copywriting specialties	0	0
2010/08/08	MSN (South Africa)	professional copywriting	0	0
2010/08/08	MSN (South Africa)	professional copywriter	0	0
2010/08/08	MSN (South Africa)	Afrikaans copywriting	0	0
2010/08/08	MSN (South Africa)	writing Afrikaans copy	0	0
2010/08/08	MSN (South Africa)	professional Afrikaans copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans advertising copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Advertorials copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Outdoor ads copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Pamphlets and brochures copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Press releases copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans business copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Annual reports copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Company profiles copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Corporate brochures copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Datasheets copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Internal communications copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Industry specific articles copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Newsletters copywriting	0	0

2010/08/08	MSN (South Africa)	Afrikaans Presentations copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Product descriptions copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Sales letters copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans White papers copywriting	0	0
2010/08/08	MSN (South Africa)	Strategic Afrikaans copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans editing and proofreading	0	0
2010/08/08	MSN (South Africa)	Afrikaans editing	0	0
2010/08/08	MSN (South Africa)	Afrikaans proofreading	0	0
2010/08/08	MSN (South Africa)	Afrikaans media and other copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Case Studies copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Feature articles copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Ghostwriting copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Journalism copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Scripts copywriting	0	0
2010/08/08	MSN (South Africa)	Online Afrikaans copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans Website copywriting	0	0
2010/08/08	MSN (South Africa)	Afrikaans SEO copywriting	0	0
2010/08/08	MSN (South Africa)	advertising copywriting	0	0
2010/08/08	MSN (South Africa)	Advertorial copywriting	0	0
2010/08/08	MSN (South Africa)	advertorial	0	0
2010/08/08	MSN (South Africa)	advertising and editorial writing	0	0
2010/08/08	MSN (South Africa)	Advertorial writing	0	0
2010/08/08	MSN (South Africa)	journalism and advertising copywriting	0	0
2010/08/08	MSN (South Africa)	advertising copy	0	0
2010/08/08	MSN (South Africa)	Ad jingles	0	0
2010/08/08	MSN (South Africa)	advertising jingles	0	0
2010/08/08	MSN (South Africa)	writing advertising jingles	0	0
2010/08/08	MSN (South Africa)	jingle writing	0	0
2010/08/08	MSN (South Africa)	commercial jingle	0	0
2010/08/08	MSN (South Africa)	outdoor advertising copywriters	0	0
2010/08/08	MSN (South Africa)	Billboard advertising copywriting	0	0
2010/08/08	MSN (South Africa)	poster advertising copywriters	0	0
2010/08/08	MSN (South Africa)	advertising copywriters	0	0
2010/08/08	MSN (South Africa)	Bus advertising copywriting	0	0
2010/08/08	MSN (South Africa)	Car advertising copywriting	0	0
2010/08/08	MSN (South Africa)	professional brochure copywriting	0	0
2010/08/08	MSN (South Africa)	professional pamphlet copywriting	0	0
2010/08/08	MSN (South Africa)	leaflet copywriting	0	0
2010/08/08	MSN (South Africa)	brochure design copywriting	0	0
2010/08/08	MSN (South Africa)	brochure layout design	0	0
2010/08/08	MSN (South Africa)	business brochures	0	0
2010/08/08	MSN (South Africa)	Brochure templates	0	0
2010/08/08	MSN (South Africa)	brochure copy	0	0
2010/08/08	MSN (South Africa)	Pamphlet design copywriting	0	0
2010/08/08	MSN (South Africa)	Flyers and leaflet copywriting	0	0
2010/08/08	MSN (South Africa)	business copywriting	0	0
2010/08/08	MSN (South Africa)	quality business copywriting	0	0
2010/08/08	MSN (South Africa)	Compelling business and marketing copywriting	0	0
2010/08/08	MSN (South Africa)	Specialists in business copywriting	0	0
2010/08/08	MSN (South Africa)	write professional annual reports	0	0
2010/08/08	MSN (South Africa)	annual report writing	0	0
2010/08/08	MSN (South Africa)	high-end annual report writing	0	0
2010/08/08	MSN (South Africa)	write company business profiles	0	0
2010/08/08	MSN (South Africa)	professional brochure copywriter	0	0
2010/08/08	MSN (South Africa)	corporate brochures copywriting	0	0
2010/08/08	MSN (South Africa)	Writing professional datasheets	0	0
2010/08/08	MSN (South Africa)	datasheets copywriting	0	0
2010/08/08	MSN (South Africa)	industry specific articles copywriting	0	0
2010/08/08	MSN (South Africa)	business communication copywriting	0	0
2010/08/08	MSN (South Africa)	corporate communications copywriting	0	0

2010/08/08	MSN (South Africa)	professional business communication copywriting	0	0
2010/08/08	MSN (South Africa)	newsletter copywriting	0	0
2010/08/08	MSN (South Africa)	corporate newsletter copywriting	0	0
2010/08/08	MSN (South Africa)	newsletter copywriting strategies	0	0
2010/08/08	MSN (South Africa)	Presentation copywriting	0	0
2010/08/08	MSN (South Africa)	corporate presentation copywriting	0	0
2010/08/08	MSN (South Africa)	product description copywriting	0	0
2010/08/08	MSN (South Africa)	write product descriptions	0	0
2010/08/08	MSN (South Africa)	sales letter writing	0	0
2010/08/08	MSN (South Africa)	writing sales letters	0	0
2010/08/08	MSN (South Africa)	sales letters copywriting	0	0
2010/08/08	MSN (South Africa)	strategic copywriting	0	0
2010/08/08	MSN (South Africa)	strategic business copywriting	0	0
2010/08/08	MSN (South Africa)	white papers copywriting	0	0
2010/08/08	MSN (South Africa)	Business white paper copywriting	0	0
2010/08/08	MSN (South Africa)	proofreading and editing	0	0
2010/08/08	MSN (South Africa)	copy editing	0	0
2010/08/08	MSN (South Africa)	professional editing	0	0
2010/08/08	MSN (South Africa)	Technical editing	0	0
2010/08/08	MSN (South Africa)	Grammar editing	0	0
2010/08/08	MSN (South Africa)	proofreading	0	0
2010/08/08	MSN (South Africa)	media writing	0	0
2010/08/08	MSN (South Africa)	media copywriter	0	0
2010/08/08	MSN (South Africa)	Informative media writing	0	0
2010/08/08	MSN (South Africa)	Educational media writing	0	0
2010/08/08	MSN (South Africa)	Persuasive media writing	0	0
2010/08/08	MSN (South Africa)	Entertainment media writing	0	0
2010/08/08	MSN (South Africa)	Case studies copywriting	0	0
2010/08/08	MSN (South Africa)	business Case study copywriting	0	0
2010/08/08	MSN (South Africa)	Feature articles copywriting	0	0
2010/08/08	MSN (South Africa)	feature article writing	0	0
2010/08/08	MSN (South Africa)	Ghostwriting copywriting	0	0
2010/08/08	MSN (South Africa)	Journalism copywriting	0	0
2010/08/08	MSN (South Africa)	script writing specialists	0	0
2010/08/08	MSN (South Africa)	Scripts copywriting	0	0
2010/08/08	MSN (South Africa)	online copywriting	0	0
2010/08/08	MSN (South Africa)	SEO copywriting	0	0
2010/08/08	MSN (South Africa)	search engine optimization copywriting	0	0
2010/08/08	MSN (South Africa)	website copywriting	0	0
2010/08/08	MSN (South Africa)	Web copywriting	0	0
2010/08/08	MSN (South Africa)	Internet copywriting	0	0
2010/08/08	MSN (South Africa)	Web page copywriting	0	0
2010/08/08	MSN (South Africa)	professional translator	0	0
2010/08/08	MSN (South Africa)	translate your text	0	0
2010/08/08	MSN (South Africa)	professional translation copywriting	0	0
2010/08/08	MSN (South Africa)	Translate English to Afrikaans	0	0
2010/08/08	MSN (South Africa)	Translate English to Spanish	0	0
2010/08/08	MSN (South Africa)	Translate English to French	0	0
2010/08/08	MSN (South Africa)	Translate English to German	0	0
2010/08/08	Yahoo Web Results	copywriting	0	0
2010/08/08	Yahoo Web Results	Translation-copywriters	1	1
2010/08/08	Yahoo Web Results	Translation-copywriters	7	1
2010/08/08	Yahoo Web Results	Translation-copywriters	8	1
2010/08/08	Yahoo Web Results	copywriting freelance	0	0
2010/08/08	Yahoo Web Results	copywriting specialties	0	0
2010/08/08	Yahoo Web Results	professional copywriting	0	0
2010/08/08	Yahoo Web Results	professional copywriter	0	0
2010/08/08	Yahoo Web Results	Afrikaans copywriting	3	1
2010/08/08	Yahoo Web Results	Afrikaans copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans copywriting	7	1

2010/08/08	Yahoo Web Results	writing Afrikaans copy	4	1
2010/08/08	Yahoo Web Results	writing Afrikaans copy	5	1
2010/08/08	Yahoo Web Results	professional Afrikaans copywriting	1	1
2010/08/08	Yahoo Web Results	professional Afrikaans copywriting	2	1
2010/08/08	Yahoo Web Results	professional Afrikaans copywriting	11	2
2010/08/08	Yahoo Web Results	Afrikaans advertising copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans advertising copywriting	5	1
2010/08/08	Yahoo Web Results	Afrikaans advertising copywriting	8	1
2010/08/08	Yahoo Web Results	Afrikaans Advertorials copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Advertorials copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans Advertorials copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	3	1
2010/08/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans Press releases copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Press releases copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans Press releases copywriting	10	1
2010/08/08	Yahoo Web Results	Afrikaans business copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans business copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans business copywriting	5	1
2010/08/08	Yahoo Web Results	Afrikaans Annual reports copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Annual reports copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans Annual reports copywriting	6	1
2010/08/08	Yahoo Web Results	Afrikaans Company profiles copywriting	5	1
2010/08/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	3	1
2010/08/08	Yahoo Web Results	Afrikaans Datasheets copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Internal communications copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Internal communications copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans Internal communications copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	3	1
2010/08/08	Yahoo Web Results	Afrikaans Newsletters copywriting	3	1
2010/08/08	Yahoo Web Results	Afrikaans Newsletters copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans Newsletters copywriting	8	1
2010/08/08	Yahoo Web Results	Afrikaans Presentations copywriting	3	1
2010/08/08	Yahoo Web Results	Afrikaans Product descriptions copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Sales letters copywriting	6	1
2010/08/08	Yahoo Web Results	Afrikaans Sales letters copywriting	7	1
2010/08/08	Yahoo Web Results	Afrikaans White papers copywriting	2	1
2010/08/08	Yahoo Web Results	Strategic Afrikaans copywriting	1	1
2010/08/08	Yahoo Web Results	Strategic Afrikaans copywriting	2	1
2010/08/08	Yahoo Web Results	Strategic Afrikaans copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans editing and proofreading	10	1
2010/08/08	Yahoo Web Results	Afrikaans editing and proofreading	17	2
2010/08/08	Yahoo Web Results	Afrikaans editing	21	3
2010/08/08	Yahoo Web Results	Afrikaans proofreading	28	3
2010/08/08	Yahoo Web Results	Afrikaans media and other copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans media and other copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans Case Studies copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans Case Studies copywriting	5	1
2010/08/08	Yahoo Web Results	Afrikaans Case Studies copywriting	9	1
2010/08/08	Yahoo Web Results	Afrikaans Feature articles copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Feature articles copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans Feature articles copywriting	5	1
2010/08/08	Yahoo Web Results	Afrikaans Ghostwriting copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Journalism copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans Journalism copywriting	2	1

2010/08/08	Yahoo Web Results	Afrikaans Journalism copywriting	16	2
2010/08/08	Yahoo Web Results	Afrikaans Scripts copywriting	3	1
2010/08/08	Yahoo Web Results	Online Afrikaans copywriting	1	1
2010/08/08	Yahoo Web Results	Online Afrikaans copywriting	2	1
2010/08/08	Yahoo Web Results	Online Afrikaans copywriting	7	1
2010/08/08	Yahoo Web Results	Afrikaans Website copywriting	3	1
2010/08/08	Yahoo Web Results	Afrikaans Website copywriting	4	1
2010/08/08	Yahoo Web Results	Afrikaans Website copywriting	7	1
2010/08/08	Yahoo Web Results	Afrikaans SEO copywriting	1	1
2010/08/08	Yahoo Web Results	Afrikaans SEO copywriting	2	1
2010/08/08	Yahoo Web Results	Afrikaans SEO copywriting	22	3
2010/08/08	Yahoo Web Results	advertising copywriting	0	0
2010/08/08	Yahoo Web Results	Advertorial copywriting	0	0
2010/08/08	Yahoo Web Results	advertorial	0	0
2010/08/08	Yahoo Web Results	advertising and editorial writing	0	0
2010/08/08	Yahoo Web Results	Advertorial writing	0	0
2010/08/08	Yahoo Web Results	journalism and advertising copywriting	0	0
2010/08/08	Yahoo Web Results	advertising copy	0	0
2010/08/08	Yahoo Web Results	Ad jingles	0	0
2010/08/08	Yahoo Web Results	advertising jingles	0	0
2010/08/08	Yahoo Web Results	writing advertising jingles	0	0
2010/08/08	Yahoo Web Results	jingle writing	0	0
2010/08/08	Yahoo Web Results	commercial jingle	0	0
2010/08/08	Yahoo Web Results	outdoor advertising copywriters	0	0
2010/08/08	Yahoo Web Results	Billboard advertising copywriting	0	0
2010/08/08	Yahoo Web Results	poster advertising copywriters	0	0
2010/08/08	Yahoo Web Results	advertising copywriters	0	0
2010/08/08	Yahoo Web Results	Bus advertising copywriting	0	0
2010/08/08	Yahoo Web Results	Car advertising copywriting	0	0
2010/08/08	Yahoo Web Results	professional brochure copywriting	0	0
2010/08/08	Yahoo Web Results	professional pamphlet copywriting	28	3
2010/08/08	Yahoo Web Results	leaflet copywriting	0	0
2010/08/08	Yahoo Web Results	brochure design copywriting	0	0
2010/08/08	Yahoo Web Results	brochure layout design	0	0
2010/08/08	Yahoo Web Results	business brochures	0	0
2010/08/08	Yahoo Web Results	Brochure templates	0	0
2010/08/08	Yahoo Web Results	brochure copy	0	0
2010/08/08	Yahoo Web Results	Pamphlet design copywriting	0	0
2010/08/08	Yahoo Web Results	Flyers and leaflet copywriting	0	0
2010/08/08	Yahoo Web Results	business copywriting	0	0
2010/08/08	Yahoo Web Results	quality business copywriting	0	0
2010/08/08	Yahoo Web Results	Compelling business and marketing copywriting	0	0
2010/08/08	Yahoo Web Results	Specialists in business copywriting	0	0
2010/08/08	Yahoo Web Results	write professional annual reports	0	0
2010/08/08	Yahoo Web Results	annual report writing	0	0
2010/08/08	Yahoo Web Results	high-end annual report writing	0	0
2010/08/08	Yahoo Web Results	write company business profiles	0	0
2010/08/08	Yahoo Web Results	professional brochure copywriter	0	0
2010/08/08	Yahoo Web Results	corporate brochures copywriting	0	0
2010/08/08	Yahoo Web Results	Writing professional datasheets	0	0
2010/08/08	Yahoo Web Results	datasheets copywriting	0	0
2010/08/08	Yahoo Web Results	industry specific articles copywriting	0	0
2010/08/08	Yahoo Web Results	business communication copywriting	0	0
2010/08/08	Yahoo Web Results	corporate communications copywriting	0	0
2010/08/08	Yahoo Web Results	professional business communication copywriting	0	0
2010/08/08	Yahoo Web Results	newsletter copywriting	0	0
2010/08/08	Yahoo Web Results	corporate newsletter copywriting	0	0
2010/08/08	Yahoo Web Results	newsletter copywriting strategies	0	0
2010/08/08	Yahoo Web Results	Presentation copywriting	0	0
2010/08/08	Yahoo Web Results	corporate presentation copywriting	0	0

2010/08/08	Yahoo Web Results	product description copywriting	0	0
2010/08/08	Yahoo Web Results	write product descriptions	0	0
2010/08/08	Yahoo Web Results	sales letter writing	0	0
2010/08/08	Yahoo Web Results	writing sales letters	0	0
2010/08/08	Yahoo Web Results	sales letters copywriting	0	0
2010/08/08	Yahoo Web Results	strategic copywriting	0	0
2010/08/08	Yahoo Web Results	strategic business copywriting	0	0
2010/08/08	Yahoo Web Results	white papers copywriting	0	0
2010/08/08	Yahoo Web Results	Business white paper copywriting	0	0
2010/08/08	Yahoo Web Results	proofreading and editing	0	0
2010/08/08	Yahoo Web Results	copy editing	0	0
2010/08/08	Yahoo Web Results	professional editing	0	0
2010/08/08	Yahoo Web Results	Technical editing	0	0
2010/08/08	Yahoo Web Results	Grammar editing	0	0
2010/08/08	Yahoo Web Results	proofreading	0	0
2010/08/08	Yahoo Web Results	media writing	0	0
2010/08/08	Yahoo Web Results	media copywriter	0	0
2010/08/08	Yahoo Web Results	Informative media writing	0	0
2010/08/08	Yahoo Web Results	Educational media writing	0	0
2010/08/08	Yahoo Web Results	Persuasive media writing	0	0
2010/08/08	Yahoo Web Results	Entertainment media writing	0	0
2010/08/08	Yahoo Web Results	Case studies copywriting	0	0
2010/08/08	Yahoo Web Results	business Case study copywriting	0	0
2010/08/08	Yahoo Web Results	Feature articles copywriting	0	0
2010/08/08	Yahoo Web Results	feature article writing	0	0
2010/08/08	Yahoo Web Results	Ghostwriting copywriting	0	0
2010/08/08	Yahoo Web Results	Journalism copywriting	0	0
2010/08/08	Yahoo Web Results	script writing specialists	0	0
2010/08/08	Yahoo Web Results	Scripts copywriting	0	0
2010/08/08	Yahoo Web Results	online copywriting	0	0
2010/08/08	Yahoo Web Results	SEO copywriting	0	0
2010/08/08	Yahoo Web Results	search engine optimization copywriting	0	0
2010/08/08	Yahoo Web Results	website copywriting	0	0
2010/08/08	Yahoo Web Results	Web copywriting	0	0
2010/08/08	Yahoo Web Results	Internet copywriting	0	0
2010/08/08	Yahoo Web Results	Web page copywriting	0	0
2010/08/08	Yahoo Web Results	professional translator	0	0
2010/08/08	Yahoo Web Results	translate your text	0	0
2010/08/08	Yahoo Web Results	professional translation copywriting	0	0
2010/08/08	Yahoo Web Results	Translate English to Afrikaans	0	0
2010/08/08	Yahoo Web Results	Translate English to Spanish	0	0
2010/08/08	Yahoo Web Results	Translate English to French	0	0
2010/08/08	Yahoo Web Results	Translate English to German	0	0

September	Engine	Keyword	Position	Page
2010/09/08	Google (South Africa)	copywriting	5	1
2010/09/08	Google (South Africa)	Translation-copywriters	1	1
2010/09/08	Google (South Africa)	Translation-copywriters	2	1
2010/09/08	Google (South Africa)	Translation-copywriters	3	1
2010/09/08	Google (South Africa)	Translation-copywriters	4	1
2010/09/08	Google (South Africa)	copywriting freelance	1	1
2010/09/08	Google (South Africa)	copywriting specialties	15	2
2010/09/08	Google (South Africa)	professional copywriting	0	0
2010/09/08	Google (South Africa)	professional copywriter	0	0
2010/09/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans copywriting	4	1
2010/09/08	Google (South Africa)	writing Afrikaans copy	1	1
2010/09/08	Google (South Africa)	writing Afrikaans copy	30	3
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	10	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	11	2
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Annual reports copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Company profiles copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Company profiles copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1

2010/09/08	Google (South Africa)	Afrikaans Newsletters copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Newsletters copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Sales letters copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Sales letters copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/09/08	Google (South Africa)	Strategic Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	Strategic Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans editing and proofreading	7	1
2010/09/08	Google (South Africa)	Afrikaans editing and proofreading	8	1
2010/09/08	Google (South Africa)	Afrikaans editing	1	1
2010/09/08	Google (South Africa)	Afrikaans editing	27	3
2010/09/08	Google (South Africa)	Afrikaans proofreading	9	1
2010/09/08	Google (South Africa)	Afrikaans proofreading	20	2
2010/09/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans media and other copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Case Studies copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Case Studies copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Case Studies copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	5	1
2010/09/08	Google (South Africa)	advertising copywriting	0	0
2010/09/08	Google (South Africa)	Advertorial copywriting	0	0
2010/09/08	Google (South Africa)	advertorial	0	0
2010/09/08	Google (South Africa)	advertising and editorial writing	0	0
2010/09/08	Google (South Africa)	Advertorial writing	0	0
2010/09/08	Google (South Africa)	journalism and advertising copywriting	0	0
2010/09/08	Google (South Africa)	advertising copy	0	0
2010/09/08	Google (South Africa)	Ad jingles	0	0
2010/09/08	Google (South Africa)	advertising jingles	0	0
2010/09/08	Google (South Africa)	writing advertising jingles	0	0

2010/09/08	Google (South Africa)	jingle writing	0	0
2010/09/08	Google (South Africa)	commercial jingle	0	0
2010/09/08	Google (South Africa)	outdoor advertising copywriters	1	1
2010/09/08	Google (South Africa)	Billboard advertising copywriting	2	1
2010/09/08	Google (South Africa)	poster advertising copywriters	1	1
2010/09/08	Google (South Africa)	advertising copywriters	6	1
2010/09/08	Google (South Africa)	Bus advertising copywriting	1	1
2010/09/08	Google (South Africa)	Car advertising copywriting	2	1
2010/09/08	Google (South Africa)	professional brochure copywriting	29	3
2010/09/08	Google (South Africa)	professional pamphlet copywriting	7	1
2010/09/08	Google (South Africa)	professional pamphlet copywriting	11	2
2010/09/08	Google (South Africa)	leaflet copywriting	3	1
2010/09/08	Google (South Africa)	leaflet copywriting	23	3
2010/09/08	Google (South Africa)	brochure design copywriting	17	2
2010/09/08	Google (South Africa)	brochure layout design	0	0
2010/09/08	Google (South Africa)	business brochures	0	0
2010/09/08	Google (South Africa)	Brochure templates	0	0
2010/09/08	Google (South Africa)	brochure copy	0	0
2010/09/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/09/08	Google (South Africa)	Pamphlet design copywriting	2	1
2010/09/08	Google (South Africa)	Flyers and leaflet copywriting	2	1
2010/09/08	Google (South Africa)	Flyers and leaflet copywriting	19	2
2010/09/08	Google (South Africa)	business copywriting	0	0
2010/09/08	Google (South Africa)	quality business copywriting	0	0
2010/09/08	Google (South Africa)	Compelling business and marketing copywriting	0	0
2010/09/08	Google (South Africa)	Specialists in business copywriting	17	2
2010/09/08	Google (South Africa)	write professional annual reports	0	0
2010/09/08	Google (South Africa)	annual report writing	0	0
2010/09/08	Google (South Africa)	high-end annual report writing	0	0
2010/09/08	Google (South Africa)	write company business profiles	0	0
2010/09/08	Google (South Africa)	professional brochure copywriter	25	3
2010/09/08	Google (South Africa)	corporate brochures copywriting	27	3
2010/09/08	Google (South Africa)	Writing professional datasheets	0	0
2010/09/08	Google (South Africa)	datasheets copywriting	6	1
2010/09/08	Google (South Africa)	datasheets copywriting	7	1
2010/09/08	Google (South Africa)	industry specific articles copywriting	2	1
2010/09/08	Google (South Africa)	industry specific articles copywriting	3	1
2010/09/08	Google (South Africa)	business communication copywriting	0	0
2010/09/08	Google (South Africa)	corporate communications copywriting	0	0
2010/09/08	Google (South Africa)	professional business communication copywriting	0	0
2010/09/08	Google (South Africa)	newsletter copywriting	0	0
2010/09/08	Google (South Africa)	corporate newsletter copywriting	14	2
2010/09/08	Google (South Africa)	newsletter copywriting strategies	21	3
2010/09/08	Google (South Africa)	Presentation copywriting	0	0
2010/09/08	Google (South Africa)	corporate presentation copywriting	0	0
2010/09/08	Google (South Africa)	product description copywriting	0	0
2010/09/08	Google (South Africa)	write product descriptions	0	0
2010/09/08	Google (South Africa)	sales letter writing	0	0
2010/09/08	Google (South Africa)	writing sales letters	0	0
2010/09/08	Google (South Africa)	sales letters copywriting	0	0
2010/09/08	Google (South Africa)	strategic copywriting	0	0
2010/09/08	Google (South Africa)	strategic business copywriting	0	0
2010/09/08	Google (South Africa)	white papers copywriting	0	0
2010/09/08	Google (South Africa)	Business white paper copywriting	0	0
2010/09/08	Google (South Africa)	proofreading and editing	0	0
2010/09/08	Google (South Africa)	copy editing	0	0
2010/09/08	Google (South Africa)	professional editing	0	0
2010/09/08	Google (South Africa)	Technical editing	0	0
2010/09/08	Google (South Africa)	Grammar editing	0	0
2010/09/08	Google (South Africa)	proofreading	0	0

2010/09/08	Google (South Africa)	media writing	0	0
2010/09/08	Google (South Africa)	media copywriter	0	0
2010/09/08	Google (South Africa)	Informative media writing	0	0
2010/09/08	Google (South Africa)	Educational media writing	0	0
2010/09/08	Google (South Africa)	Persuasive media writing	0	0
2010/09/08	Google (South Africa)	Entertainment media writing	0	0
2010/09/08	Google (South Africa)	Case studies copywriting	0	0
2010/09/08	Google (South Africa)	business Case study copywriting	0	0
2010/09/08	Google (South Africa)	Feature articles copywriting	7	1
2010/09/08	Google (South Africa)	feature article writing	0	0
2010/09/08	Google (South Africa)	Ghostwriting copywriting	0	0
2010/09/08	Google (South Africa)	Journalism copywriting	0	0
2010/09/08	Google (South Africa)	script writing specialists	0	0
2010/09/08	Google (South Africa)	Scripts copywriting	0	0
2010/09/08	Google (South Africa)	online copywriting	0	0
2010/09/08	Google (South Africa)	SEO copywriting	8	1
2010/09/08	Google (South Africa)	SEO copywriting	24	3
2010/09/08	Google (South Africa)	search engine optimization copywriting	0	0
2010/09/08	Google (South Africa)	website copywriting	5	1
2010/09/08	Google (South Africa)	website copywriting	18	2
2010/09/08	Google (South Africa)	Web copywriting	0	0
2010/09/08	Google (South Africa)	Internet copywriting	0	0
2010/09/08	Google (South Africa)	Web page copywriting	0	0
2010/09/08	Google (South Africa)	professional translator	0	0
2010/09/08	Google (South Africa)	translate your text	0	0
2010/09/08	Google (South Africa)	professional translation copywriting	10	1
2010/09/08	Google (South Africa)	professional translation copywriting	20	2
2010/09/08	Google (South Africa)	professional translation copywriting	26	3
2010/09/08	Google (South Africa)	Translate English to Afrikaans	0	0
2010/09/08	Google (South Africa)	Translate English to Spanish	0	0
2010/09/08	Google (South Africa)	Translate English to French	0	0
2010/09/08	Google (South Africa)	Translate English to German	0	0
2010/09/08	MSN (South Africa)	copywriting	0	0
2010/09/08	MSN (South Africa)	Translation-copywriters	0	0
2010/09/08	MSN (South Africa)	copywriting freelance	0	0
2010/09/08	MSN (South Africa)	copywriting specialties	0	0
2010/09/08	MSN (South Africa)	professional copywriting	0	0
2010/09/08	MSN (South Africa)	professional copywriter	0	0
2010/09/08	MSN (South Africa)	Afrikaans copywriting	0	0
2010/09/08	MSN (South Africa)	writing Afrikaans copy	0	0
2010/09/08	MSN (South Africa)	professional Afrikaans copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans advertising copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Advertorials copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Outdoor ads copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Pamphlets and brochures copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Press releases copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans business copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Annual reports copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Company profiles copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Corporate brochures copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Datasheets copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Internal communications copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Industry specific articles copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Newsletters copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Presentations copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Product descriptions copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Sales letters copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans White papers copywriting	0	0
2010/09/08	MSN (South Africa)	Strategic Afrikaans copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans editing and proofreading	0	0

2010/09/08	MSN (South Africa)	Afrikaans editing	0	0
2010/09/08	MSN (South Africa)	Afrikaans proofreading	0	0
2010/09/08	MSN (South Africa)	Afrikaans media and other copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Case Studies copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Feature articles copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Ghostwriting copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Journalism copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Scripts copywriting	0	0
2010/09/08	MSN (South Africa)	Online Afrikaans copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans Website copywriting	0	0
2010/09/08	MSN (South Africa)	Afrikaans SEO copywriting	0	0
2010/09/08	MSN (South Africa)	advertising copywriting	0	0
2010/09/08	MSN (South Africa)	Advertorial copywriting	0	0
2010/09/08	MSN (South Africa)	advertorial	0	0
2010/09/08	MSN (South Africa)	advertising and editorial writing	0	0
2010/09/08	MSN (South Africa)	Advertorial writing	0	0
2010/09/08	MSN (South Africa)	journalism and advertising copywriting	0	0
2010/09/08	MSN (South Africa)	advertising copy	0	0
2010/09/08	MSN (South Africa)	Ad jingles	0	0
2010/09/08	MSN (South Africa)	advertising jingles	0	0
2010/09/08	MSN (South Africa)	writing advertising jingles	0	0
2010/09/08	MSN (South Africa)	jingle writing	0	0
2010/09/08	MSN (South Africa)	commercial jingle	0	0
2010/09/08	MSN (South Africa)	outdoor advertising copywriters	0	0
2010/09/08	MSN (South Africa)	Billboard advertising copywriting	0	0
2010/09/08	MSN (South Africa)	poster advertising copywriters	0	0
2010/09/08	MSN (South Africa)	advertising copywriters	0	0
2010/09/08	MSN (South Africa)	Bus advertising copywriting	0	0
2010/09/08	MSN (South Africa)	Car advertising copywriting	0	0
2010/09/08	MSN (South Africa)	professional brochure copywriting	0	0
2010/09/08	MSN (South Africa)	professional pamphlet copywriting	0	0
2010/09/08	MSN (South Africa)	leaflet copywriting	0	0
2010/09/08	MSN (South Africa)	brochure design copywriting	0	0
2010/09/08	MSN (South Africa)	brochure layout design	0	0
2010/09/08	MSN (South Africa)	business brochures	0	0
2010/09/08	MSN (South Africa)	Brochure templates	0	0
2010/09/08	MSN (South Africa)	brochure copy	0	0
2010/09/08	MSN (South Africa)	Pamphlet design copywriting	0	0
2010/09/08	MSN (South Africa)	Flyers and leaflet copywriting	0	0
2010/09/08	MSN (South Africa)	business copywriting	0	0
2010/09/08	MSN (South Africa)	quality business copywriting	0	0
2010/09/08	MSN (South Africa)	Compelling business and marketing copywriting	0	0
2010/09/08	MSN (South Africa)	Specialists in business copywriting	0	0
2010/09/08	MSN (South Africa)	write professional annual reports	0	0
2010/09/08	MSN (South Africa)	annual report writing	0	0
2010/09/08	MSN (South Africa)	high-end annual report writing	0	0
2010/09/08	MSN (South Africa)	write company business profiles	0	0
2010/09/08	MSN (South Africa)	professional brochure copywriter	0	0
2010/09/08	MSN (South Africa)	corporate brochures copywriting	0	0
2010/09/08	MSN (South Africa)	Writing professional datasheets	0	0
2010/09/08	MSN (South Africa)	datasheets copywriting	0	0
2010/09/08	MSN (South Africa)	industry specific articles copywriting	0	0
2010/09/08	MSN (South Africa)	business communication copywriting	0	0
2010/09/08	MSN (South Africa)	corporate communications copywriting	0	0
2010/09/08	MSN (South Africa)	professional business communication copywriting	0	0
2010/09/08	MSN (South Africa)	newsletter copywriting	0	0
2010/09/08	MSN (South Africa)	corporate newsletter copywriting	0	0
2010/09/08	MSN (South Africa)	newsletter copywriting strategies	0	0
2010/09/08	MSN (South Africa)	Presentation copywriting	0	0
2010/09/08	MSN (South Africa)	corporate presentation copywriting	0	0

2010/09/08	MSN (South Africa)	product description copywriting	0	0
2010/09/08	MSN (South Africa)	write product descriptions	0	0
2010/09/08	MSN (South Africa)	sales letter writing	0	0
2010/09/08	MSN (South Africa)	writing sales letters	0	0
2010/09/08	MSN (South Africa)	sales letters copywriting	0	0
2010/09/08	MSN (South Africa)	strategic copywriting	0	0
2010/09/08	MSN (South Africa)	strategic business copywriting	0	0
2010/09/08	MSN (South Africa)	white papers copywriting	0	0
2010/09/08	MSN (South Africa)	Business white paper copywriting	0	0
2010/09/08	MSN (South Africa)	proofreading and editing	0	0
2010/09/08	MSN (South Africa)	copy editing	0	0
2010/09/08	MSN (South Africa)	professional editing	0	0
2010/09/08	MSN (South Africa)	Technical editing	0	0
2010/09/08	MSN (South Africa)	Grammar editing	0	0
2010/09/08	MSN (South Africa)	proofreading	0	0
2010/09/08	MSN (South Africa)	media writing	0	0
2010/09/08	MSN (South Africa)	media copywriter	0	0
2010/09/08	MSN (South Africa)	Informative media writing	0	0
2010/09/08	MSN (South Africa)	Educational media writing	0	0
2010/09/08	MSN (South Africa)	Persuasive media writing	0	0
2010/09/08	MSN (South Africa)	Entertainment media writing	0	0
2010/09/08	MSN (South Africa)	Case studies copywriting	0	0
2010/09/08	MSN (South Africa)	business Case study copywriting	0	0
2010/09/08	MSN (South Africa)	Feature articles copywriting	0	0
2010/09/08	MSN (South Africa)	feature article writing	0	0
2010/09/08	MSN (South Africa)	Ghostwriting copywriting	0	0
2010/09/08	MSN (South Africa)	Journalism copywriting	0	0
2010/09/08	MSN (South Africa)	script writing specialists	0	0
2010/09/08	MSN (South Africa)	Scripts copywriting	0	0
2010/09/08	MSN (South Africa)	online copywriting	0	0
2010/09/08	MSN (South Africa)	SEO copywriting	0	0
2010/09/08	MSN (South Africa)	search engine optimization copywriting	0	0
2010/09/08	MSN (South Africa)	website copywriting	0	0
2010/09/08	MSN (South Africa)	Web copywriting	0	0
2010/09/08	MSN (South Africa)	Internet copywriting	0	0
2010/09/08	MSN (South Africa)	Web page copywriting	0	0
2010/09/08	MSN (South Africa)	professional translator	0	0
2010/09/08	MSN (South Africa)	translate your text	0	0
2010/09/08	MSN (South Africa)	professional translation copywriting	0	0
2010/09/08	MSN (South Africa)	Translate English to Afrikaans	0	0
2010/09/08	MSN (South Africa)	Translate English to Spanish	0	0
2010/09/08	MSN (South Africa)	Translate English to French	0	0
2010/09/08	MSN (South Africa)	Translate English to German	0	0
2010/09/08	Yahoo Web Results	copywriting	0	0
2010/09/08	Yahoo Web Results	Translation-copywriters	1	1
2010/09/08	Yahoo Web Results	Translation-copywriters	2	1
2010/09/08	Yahoo Web Results	Translation-copywriters	6	1
2010/09/08	Yahoo Web Results	copywriting freelance	27	3
2010/09/08	Yahoo Web Results	copywriting specialties	0	0
2010/09/08	Yahoo Web Results	professional copywriting	0	0
2010/09/08	Yahoo Web Results	professional copywriter	0	0
2010/09/08	Yahoo Web Results	Afrikaans copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans copywriting	3	1
2010/09/08	Yahoo Web Results	writing Afrikaans copy	10	1
2010/09/08	Yahoo Web Results	writing Afrikaans copy	21	3
2010/09/08	Yahoo Web Results	professional Afrikaans copywriting	1	1
2010/09/08	Yahoo Web Results	professional Afrikaans copywriting	2	1
2010/09/08	Yahoo Web Results	professional Afrikaans copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans advertising copywriting	1	1

2010/09/08	Yahoo Web Results	Afrikaans advertising copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans advertising copywriting	5	1
2010/09/08	Yahoo Web Results	Afrikaans Advertorials copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Advertorials copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Advertorials copywriting	6	1
2010/09/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	6	1
2010/09/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	10	1
2010/09/08	Yahoo Web Results	Afrikaans Press releases copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Press releases copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Press releases copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans business copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans business copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans business copywriting	5	1
2010/09/08	Yahoo Web Results	Afrikaans Annual reports copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Annual reports copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Annual reports copywriting	5	1
2010/09/08	Yahoo Web Results	Afrikaans Company profiles copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	5	1
2010/09/08	Yahoo Web Results	Afrikaans Datasheets copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Internal communications copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Internal communications copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Internal communications copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	4	1
2010/09/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	6	1
2010/09/08	Yahoo Web Results	Afrikaans Newsletters copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Newsletters copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans Newsletters copywriting	4	1
2010/09/08	Yahoo Web Results	Afrikaans Presentations copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Product descriptions copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Sales letters copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Sales letters copywriting	8	1
2010/09/08	Yahoo Web Results	Afrikaans White papers copywriting	1	1
2010/09/08	Yahoo Web Results	Strategic Afrikaans copywriting	1	1
2010/09/08	Yahoo Web Results	Strategic Afrikaans copywriting	2	1
2010/09/08	Yahoo Web Results	Strategic Afrikaans copywriting	5	1
2010/09/08	Yahoo Web Results	Afrikaans editing and proofreading	1	1
2010/09/08	Yahoo Web Results	Afrikaans editing and proofreading	2	1
2010/09/08	Yahoo Web Results	Afrikaans editing and proofreading	8	1
2010/09/08	Yahoo Web Results	Afrikaans editing	0	0
2010/09/08	Yahoo Web Results	Afrikaans proofreading	8	1
2010/09/08	Yahoo Web Results	Afrikaans media and other copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans media and other copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Case Studies copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Case Studies copywriting	7	1
2010/09/08	Yahoo Web Results	Afrikaans Case Studies copywriting	8	1
2010/09/08	Yahoo Web Results	Afrikaans Feature articles copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Feature articles copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Feature articles copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans Ghostwriting copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Journalism copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Journalism copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Journalism copywriting	7	1
2010/09/08	Yahoo Web Results	Afrikaans Scripts copywriting	2	1

2010/09/08	Yahoo Web Results	Afrikaans Scripts copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans Scripts copywriting	4	1
2010/09/08	Yahoo Web Results	Online Afrikaans copywriting	1	1
2010/09/08	Yahoo Web Results	Online Afrikaans copywriting	2	1
2010/09/08	Yahoo Web Results	Online Afrikaans copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans Website copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans Website copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans Website copywriting	3	1
2010/09/08	Yahoo Web Results	Afrikaans SEO copywriting	1	1
2010/09/08	Yahoo Web Results	Afrikaans SEO copywriting	2	1
2010/09/08	Yahoo Web Results	Afrikaans SEO copywriting	12	2
2010/09/08	Yahoo Web Results	advertising copywriting	0	0
2010/09/08	Yahoo Web Results	Advertorial copywriting	0	0
2010/09/08	Yahoo Web Results	advertorial	0	0
2010/09/08	Yahoo Web Results	advertising and editorial writing	0	0
2010/09/08	Yahoo Web Results	Advertorial writing	0	0
2010/09/08	Yahoo Web Results	journalism and advertising copywriting	0	0
2010/09/08	Yahoo Web Results	advertising copy	0	0
2010/09/08	Yahoo Web Results	Ad jingles	0	0
2010/09/08	Yahoo Web Results	advertising jingles	0	0
2010/09/08	Yahoo Web Results	writing advertising jingles	0	0
2010/09/08	Yahoo Web Results	jingle writing	0	0
2010/09/08	Yahoo Web Results	commercial jingle	0	0
2010/09/08	Yahoo Web Results	outdoor advertising copywriters	0	0
2010/09/08	Yahoo Web Results	Billboard advertising copywriting	0	0
2010/09/08	Yahoo Web Results	poster advertising copywriters	0	0
2010/09/08	Yahoo Web Results	advertising copywriters	0	0
2010/09/08	Yahoo Web Results	Bus advertising copywriting	0	0
2010/09/08	Yahoo Web Results	Car advertising copywriting	0	0
2010/09/08	Yahoo Web Results	professional brochure copywriting	0	0
2010/09/08	Yahoo Web Results	professional pamphlet copywriting	23	3
2010/09/08	Yahoo Web Results	leaflet copywriting	0	0
2010/09/08	Yahoo Web Results	brochure design copywriting	0	0
2010/09/08	Yahoo Web Results	brochure layout design	0	0
2010/09/08	Yahoo Web Results	business brochures	0	0
2010/09/08	Yahoo Web Results	Brochure templates	0	0
2010/09/08	Yahoo Web Results	brochure copy	0	0
2010/09/08	Yahoo Web Results	Pamphlet design copywriting	0	0
2010/09/08	Yahoo Web Results	Flyers and leaflet copywriting	0	0
2010/09/08	Yahoo Web Results	business copywriting	0	0
2010/09/08	Yahoo Web Results	quality business copywriting	0	0
2010/09/08	Yahoo Web Results	Compelling business and marketing copywriting	0	0
2010/09/08	Yahoo Web Results	Specialists in business copywriting	0	0
2010/09/08	Yahoo Web Results	write professional annual reports	0	0
2010/09/08	Yahoo Web Results	annual report writing	0	0
2010/09/08	Yahoo Web Results	high-end annual report writing	0	0
2010/09/08	Yahoo Web Results	write company business profiles	0	0
2010/09/08	Yahoo Web Results	professional brochure copywriter	0	0
2010/09/08	Yahoo Web Results	corporate brochures copywriting	0	0
2010/09/08	Yahoo Web Results	Writing professional datasheets	0	0
2010/09/08	Yahoo Web Results	datasheets copywriting	0	0
2010/09/08	Yahoo Web Results	industry specific articles copywriting	0	0
2010/09/08	Yahoo Web Results	business communication copywriting	0	0
2010/09/08	Yahoo Web Results	corporate communications copywriting	0	0
2010/09/08	Yahoo Web Results	professional business communication copywriting	0	0
2010/09/08	Yahoo Web Results	newsletter copywriting	0	0
2010/09/08	Yahoo Web Results	corporate newsletter copywriting	0	0
2010/09/08	Yahoo Web Results	newsletter copywriting strategies	0	0
2010/09/08	Yahoo Web Results	Presentation copywriting	0	0
2010/09/08	Yahoo Web Results	corporate presentation copywriting	0	0

2010/09/08	Yahoo Web Results	product description copywriting	0	0
2010/09/08	Yahoo Web Results	write product descriptions	0	0
2010/09/08	Yahoo Web Results	sales letter writing	0	0
2010/09/08	Yahoo Web Results	writing sales letters	0	0
2010/09/08	Yahoo Web Results	sales letters copywriting	0	0
2010/09/08	Yahoo Web Results	strategic copywriting	0	0
2010/09/08	Yahoo Web Results	strategic business copywriting	0	0
2010/09/08	Yahoo Web Results	white papers copywriting	0	0
2010/09/08	Yahoo Web Results	Business white paper copywriting	0	0
2010/09/08	Yahoo Web Results	proofreading and editing	0	0
2010/09/08	Yahoo Web Results	copy editing	0	0
2010/09/08	Yahoo Web Results	professional editing	0	0
2010/09/08	Yahoo Web Results	Technical editing	0	0
2010/09/08	Yahoo Web Results	Grammar editing	0	0
2010/09/08	Yahoo Web Results	proofreading	0	0
2010/09/08	Yahoo Web Results	media writing	0	0
2010/09/08	Yahoo Web Results	media copywriter	0	0
2010/09/08	Yahoo Web Results	Informative media writing	0	0
2010/09/08	Yahoo Web Results	Educational media writing	0	0
2010/09/08	Yahoo Web Results	Persuasive media writing	0	0
2010/09/08	Yahoo Web Results	Entertainment media writing	0	0
2010/09/08	Yahoo Web Results	Case studies copywriting	0	0
2010/09/08	Yahoo Web Results	business Case study copywriting	0	0
2010/09/08	Yahoo Web Results	Feature articles copywriting	0	0
2010/09/08	Yahoo Web Results	feature article writing	0	0
2010/09/08	Yahoo Web Results	Ghostwriting copywriting	0	0
2010/09/08	Yahoo Web Results	Journalism copywriting	0	0
2010/09/08	Yahoo Web Results	script writing specialists	0	0
2010/09/08	Yahoo Web Results	Scripts copywriting	0	0
2010/09/08	Yahoo Web Results	online copywriting	0	0
2010/09/08	Yahoo Web Results	SEO copywriting	0	0
2010/09/08	Yahoo Web Results	search engine optimization copywriting	0	0
2010/09/08	Yahoo Web Results	website copywriting	30	3
2010/09/08	Yahoo Web Results	Web copywriting	0	0
2010/09/08	Yahoo Web Results	Internet copywriting	0	0
2010/09/08	Yahoo Web Results	Web page copywriting	0	0
2010/09/08	Yahoo Web Results	professional translator	0	0
2010/09/08	Yahoo Web Results	translate your text	0	0
2010/09/08	Yahoo Web Results	professional translation copywriting	8	1
2010/09/08	Yahoo Web Results	Translate English to Afrikaans	0	0
2010/09/08	Yahoo Web Results	Translate English to Spanish	0	0
2010/09/08	Yahoo Web Results	Translate English to French	0	0
2010/09/08	Yahoo Web Results	Translate English to German	0	0

October	Engine	Keyword	Position	Page
2010/10/08	Google (South Africa)	copywriting	5	1
2010/10/08	Google (South Africa)	Translation-copywriters	1	1
2010/10/08	Google (South Africa)	Translation-copywriters	2	1
2010/10/08	Google (South Africa)	Translation-copywriters	3	1
2010/10/08	Google (South Africa)	Translation-copywriters	12	2
2010/10/08	Google (South Africa)	copywriting freelance	1	1
2010/10/08	Google (South Africa)	copywriting specialties	7	1
2010/10/08	Google (South Africa)	professional copywriting	0	0
2010/10/08	Google (South Africa)	professional copywriter	0	0
2010/10/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans copywriting	5	1
2010/10/08	Google (South Africa)	writing Afrikaans copy	1	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	7	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	8	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	5	1
2010/10/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Annual reports copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Company profiles copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Company profiles copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	5	1
2010/10/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Newsletters copywriting	2	1

2010/10/08	Google (South Africa)	Afrikaans Newsletters copywriting	6	1
2010/10/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Sales letters copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Sales letters copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/10/08	Google (South Africa)	Strategic Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	Strategic Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans editing and proofreading	5	1
2010/10/08	Google (South Africa)	Afrikaans editing and proofreading	7	1
2010/10/08	Google (South Africa)	Afrikaans editing	2	1
2010/10/08	Google (South Africa)	Afrikaans proofreading	11	2
2010/10/08	Google (South Africa)	Afrikaans proofreading	23	3
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	5	1
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	14	2
2010/10/08	Google (South Africa)	Afrikaans Case Studies copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Case Studies copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Case Studies copywriting	6	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	5	1
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	6	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	5	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	9	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	21	3
2010/10/08	Google (South Africa)	advertising copywriting	0	0
2010/10/08	Google (South Africa)	Advertorial copywriting	3	1
2010/10/08	Google (South Africa)	advertorial	0	0
2010/10/08	Google (South Africa)	advertising and editorial writing	0	0
2010/10/08	Google (South Africa)	Advertorial writing	0	0
2010/10/08	Google (South Africa)	journalism and advertising copywriting	1	1
2010/10/08	Google (South Africa)	advertising copy	0	0
2010/10/08	Google (South Africa)	Ad jingles	0	0
2010/10/08	Google (South Africa)	advertising jingles	0	0
2010/10/08	Google (South Africa)	writing advertising jingles	0	0
2010/10/08	Google (South Africa)	jingle writing	0	0

2010/10/08	Google (South Africa)	commercial jingle	0	0
2010/10/08	Google (South Africa)	outdoor advertising copywriters	1	1
2010/10/08	Google (South Africa)	outdoor advertising copywriters	2	1
2010/10/08	Google (South Africa)	Billboard advertising copywriting	2	1
2010/10/08	Google (South Africa)	poster advertising copywriters	1	1
2010/10/08	Google (South Africa)	advertising copywriters	6	1
2010/10/08	Google (South Africa)	Bus advertising copywriting	1	1
2010/10/08	Google (South Africa)	Car advertising copywriting	1	1
2010/10/08	Google (South Africa)	professional brochure copywriting	17	2
2010/10/08	Google (South Africa)	professional pamphlet copywriting	3	1
2010/10/08	Google (South Africa)	professional pamphlet copywriting	4	1
2010/10/08	Google (South Africa)	leaflet copywriting	2	1
2010/10/08	Google (South Africa)	brochure design copywriting	12	2
2010/10/08	Google (South Africa)	brochure layout design	0	0
2010/10/08	Google (South Africa)	business brochures	0	0
2010/10/08	Google (South Africa)	Brochure templates	0	0
2010/10/08	Google (South Africa)	brochure copy	0	0
2010/10/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/10/08	Google (South Africa)	Pamphlet design copywriting	2	1
2010/10/08	Google (South Africa)	Flyers and leaflet copywriting	1	1
2010/10/08	Google (South Africa)	business copywriting	8	1
2010/10/08	Google (South Africa)	quality business copywriting	0	0
2010/10/08	Google (South Africa)	Compelling business and marketing copywriting	0	0
2010/10/08	Google (South Africa)	Specialists in business copywriting	11	2
2010/10/08	Google (South Africa)	write professional annual reports	0	0
2010/10/08	Google (South Africa)	annual report writing	0	0
2010/10/08	Google (South Africa)	high-end annual report writing	0	0
2010/10/08	Google (South Africa)	write company business profiles	0	0
2010/10/08	Google (South Africa)	professional brochure copywriter	25	3
2010/10/08	Google (South Africa)	corporate brochures copywriting	20	2
2010/10/08	Google (South Africa)	corporate brochures copywriting	24	3
2010/10/08	Google (South Africa)	Writing professional datasheets	0	0
2010/10/08	Google (South Africa)	datasheets copywriting	14	2
2010/10/08	Google (South Africa)	industry specific articles copywriting	1	1
2010/10/08	Google (South Africa)	industry specific articles copywriting	20	2
2010/10/08	Google (South Africa)	business communication copywriting	0	0
2010/10/08	Google (South Africa)	corporate communications copywriting	0	0
2010/10/08	Google (South Africa)	professional business communication copywriting	0	0
2010/10/08	Google (South Africa)	newsletter copywriting	0	0
2010/10/08	Google (South Africa)	corporate newsletter copywriting	0	0
2010/10/08	Google (South Africa)	newsletter copywriting strategies	0	0
2010/10/08	Google (South Africa)	Presentation copywriting	4	1
2010/10/08	Google (South Africa)	corporate presentation copywriting	1	1
2010/10/08	Google (South Africa)	product description copywriting	0	0
2010/10/08	Google (South Africa)	write product descriptions	0	0
2010/10/08	Google (South Africa)	sales letter writing	0	0
2010/10/08	Google (South Africa)	writing sales letters	0	0
2010/10/08	Google (South Africa)	sales letters copywriting	0	0
2010/10/08	Google (South Africa)	strategic copywriting	0	0
2010/10/08	Google (South Africa)	strategic business copywriting	25	3
2010/10/08	Google (South Africa)	white papers copywriting	0	0
2010/10/08	Google (South Africa)	Business white paper copywriting	0	0
2010/10/08	Google (South Africa)	proofreading and editing	0	0
2010/10/08	Google (South Africa)	copy editing	0	0
2010/10/08	Google (South Africa)	professional editing	0	0
2010/10/08	Google (South Africa)	Technical editing	0	0
2010/10/08	Google (South Africa)	Grammar editing	0	0
2010/10/08	Google (South Africa)	proofreading	0	0
2010/10/08	Google (South Africa)	media writing	0	0
2010/10/08	Google (South Africa)	media copywriter	0	0

2010/10/08	Google (South Africa)	Informative media writing	0	0
2010/10/08	Google (South Africa)	Educational media writing	0	0
2010/10/08	Google (South Africa)	Persuasive media writing	0	0
2010/10/08	Google (South Africa)	Entertainment media writing	0	0
2010/10/08	Google (South Africa)	Case studies copywriting	0	0
2010/10/08	Google (South Africa)	business Case study copywriting	0	0
2010/10/08	Google (South Africa)	Feature articles copywriting	6	1
2010/10/08	Google (South Africa)	Feature articles copywriting	26	3
2010/10/08	Google (South Africa)	feature article writing	0	0
2010/10/08	Google (South Africa)	Ghostwriting copywriting	0	0
2010/10/08	Google (South Africa)	Journalism copywriting	0	0
2010/10/08	Google (South Africa)	script writing specialists	0	0
2010/10/08	Google (South Africa)	Scripts copywriting	0	0
2010/10/08	Google (South Africa)	online copywriting	0	0
2010/10/08	Google (South Africa)	SEO copywriting	0	0
2010/10/08	Google (South Africa)	search engine optimization copywriting	0	0
2010/10/08	Google (South Africa)	website copywriting	4	1
2010/10/08	Google (South Africa)	website copywriting	5	1
2010/10/08	Google (South Africa)	Web copywriting	0	0
2010/10/08	Google (South Africa)	Internet copywriting	0	0
2010/10/08	Google (South Africa)	Web page copywriting	0	0
2010/10/08	Google (South Africa)	professional translator	0	0
2010/10/08	Google (South Africa)	translate your text	0	0
2010/10/08	Google (South Africa)	professional translation copywriting	8	1
2010/10/08	Google (South Africa)	professional translation copywriting	23	3
2010/10/08	Google (South Africa)	Translate English to Afrikaans	23	3
2010/10/08	Google (South Africa)	Translate English to Spanish	0	0
2010/10/08	Google (South Africa)	Translate English to French	0	0
2010/10/08	Google (South Africa)	Translate English to German	0	0
2010/10/08	MSN (South Africa)	copywriting	0	0
2010/10/08	MSN (South Africa)	Translation-copywriters	0	0
2010/10/08	MSN (South Africa)	copywriting freelance	0	0
2010/10/08	MSN (South Africa)	copywriting specialties	0	0
2010/10/08	MSN (South Africa)	professional copywriting	0	0
2010/10/08	MSN (South Africa)	professional copywriter	0	0
2010/10/08	MSN (South Africa)	Afrikaans copywriting	0	0
2010/10/08	MSN (South Africa)	writing Afrikaans copy	0	0
2010/10/08	MSN (South Africa)	professional Afrikaans copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans advertising copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Advertorials copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Outdoor ads copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Pamphlets and brochures copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Press releases copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans business copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Annual reports copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Company profiles copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Corporate brochures copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Datasheets copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Internal communications copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Industry specific articles copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Newsletters copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Presentations copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Product descriptions copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Sales letters copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans White papers copywriting	0	0
2010/10/08	MSN (South Africa)	Strategic Afrikaans copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans editing and proofreading	0	0
2010/10/08	MSN (South Africa)	Afrikaans editing	0	0
2010/10/08	MSN (South Africa)	Afrikaans proofreading	0	0
2010/10/08	MSN (South Africa)	Afrikaans media and other copywriting	0	0

2010/10/08	MSN (South Africa)	Afrikaans Case Studies copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Feature articles copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Ghostwriting copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Journalism copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Scripts copywriting	0	0
2010/10/08	MSN (South Africa)	Online Afrikaans copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans Website copywriting	0	0
2010/10/08	MSN (South Africa)	Afrikaans SEO copywriting	0	0
2010/10/08	MSN (South Africa)	advertising copywriting	0	0
2010/10/08	MSN (South Africa)	Advertorial copywriting	0	0
2010/10/08	MSN (South Africa)	advertorial	0	0
2010/10/08	MSN (South Africa)	advertising and editorial writing	0	0
2010/10/08	MSN (South Africa)	Advertorial writing	0	0
2010/10/08	MSN (South Africa)	journalism and advertising copywriting	0	0
2010/10/08	MSN (South Africa)	advertising copy	0	0
2010/10/08	MSN (South Africa)	Ad jingles	0	0
2010/10/08	MSN (South Africa)	advertising jingles	0	0
2010/10/08	MSN (South Africa)	writing advertising jingles	0	0
2010/10/08	MSN (South Africa)	jingle writing	0	0
2010/10/08	MSN (South Africa)	commercial jingle	0	0
2010/10/08	MSN (South Africa)	outdoor advertising copywriters	0	0
2010/10/08	MSN (South Africa)	Billboard advertising copywriting	0	0
2010/10/08	MSN (South Africa)	poster advertising copywriters	0	0
2010/10/08	MSN (South Africa)	advertising copywriters	0	0
2010/10/08	MSN (South Africa)	Bus advertising copywriting	0	0
2010/10/08	MSN (South Africa)	Car advertising copywriting	0	0
2010/10/08	MSN (South Africa)	professional brochure copywriting	0	0
2010/10/08	MSN (South Africa)	professional pamphlet copywriting	0	0
2010/10/08	MSN (South Africa)	leaflet copywriting	0	0
2010/10/08	MSN (South Africa)	brochure design copywriting	0	0
2010/10/08	MSN (South Africa)	brochure layout design	0	0
2010/10/08	MSN (South Africa)	business brochures	0	0
2010/10/08	MSN (South Africa)	Brochure templates	0	0
2010/10/08	MSN (South Africa)	brochure copy	0	0
2010/10/08	MSN (South Africa)	Pamphlet design copywriting	0	0
2010/10/08	MSN (South Africa)	Flyers and leaflet copywriting	0	0
2010/10/08	MSN (South Africa)	business copywriting	0	0
2010/10/08	MSN (South Africa)	quality business copywriting	0	0
2010/10/08	MSN (South Africa)	Compelling business and marketing copywriting	0	0
2010/10/08	MSN (South Africa)	Specialists in business copywriting	0	0
2010/10/08	MSN (South Africa)	write professional annual reports	0	0
2010/10/08	MSN (South Africa)	annual report writing	0	0
2010/10/08	MSN (South Africa)	high-end annual report writing	0	0
2010/10/08	MSN (South Africa)	write company business profiles	0	0
2010/10/08	MSN (South Africa)	professional brochure copywriter	0	0
2010/10/08	MSN (South Africa)	corporate brochures copywriting	0	0
2010/10/08	MSN (South Africa)	Writing professional datasheets	0	0
2010/10/08	MSN (South Africa)	datasheets copywriting	0	0
2010/10/08	MSN (South Africa)	industry specific articles copywriting	0	0
2010/10/08	MSN (South Africa)	business communication copywriting	0	0
2010/10/08	MSN (South Africa)	corporate communications copywriting	0	0
2010/10/08	MSN (South Africa)	professional business communication copywriting	0	0
2010/10/08	MSN (South Africa)	newsletter copywriting	0	0
2010/10/08	MSN (South Africa)	corporate newsletter copywriting	0	0
2010/10/08	MSN (South Africa)	newsletter copywriting strategies	0	0
2010/10/08	MSN (South Africa)	Presentation copywriting	0	0
2010/10/08	MSN (South Africa)	corporate presentation copywriting	0	0
2010/10/08	MSN (South Africa)	product description copywriting	0	0
2010/10/08	MSN (South Africa)	write product descriptions	0	0
2010/10/08	MSN (South Africa)	sales letter writing	0	0

2010/10/08	MSN (South Africa)	writing sales letters	0	0
2010/10/08	MSN (South Africa)	sales letters copywriting	0	0
2010/10/08	MSN (South Africa)	strategic copywriting	0	0
2010/10/08	MSN (South Africa)	strategic business copywriting	0	0
2010/10/08	MSN (South Africa)	white papers copywriting	0	0
2010/10/08	MSN (South Africa)	Business white paper copywriting	0	0
2010/10/08	MSN (South Africa)	proofreading and editing	0	0
2010/10/08	MSN (South Africa)	copy editing	0	0
2010/10/08	MSN (South Africa)	professional editing	0	0
2010/10/08	MSN (South Africa)	Technical editing	0	0
2010/10/08	MSN (South Africa)	Grammar editing	0	0
2010/10/08	MSN (South Africa)	proofreading	0	0
2010/10/08	MSN (South Africa)	media writing	0	0
2010/10/08	MSN (South Africa)	media copywriter	0	0
2010/10/08	MSN (South Africa)	Informative media writing	0	0
2010/10/08	MSN (South Africa)	Educational media writing	0	0
2010/10/08	MSN (South Africa)	Persuasive media writing	0	0
2010/10/08	MSN (South Africa)	Entertainment media writing	0	0
2010/10/08	MSN (South Africa)	Case studies copywriting	0	0
2010/10/08	MSN (South Africa)	business Case study copywriting	0	0
2010/10/08	MSN (South Africa)	Feature articles copywriting	0	0
2010/10/08	MSN (South Africa)	feature article writing	0	0
2010/10/08	MSN (South Africa)	Ghostwriting copywriting	0	0
2010/10/08	MSN (South Africa)	Journalism copywriting	0	0
2010/10/08	MSN (South Africa)	script writing specialists	0	0
2010/10/08	MSN (South Africa)	Scripts copywriting	0	0
2010/10/08	MSN (South Africa)	online copywriting	0	0
2010/10/08	MSN (South Africa)	SEO copywriting	0	0
2010/10/08	MSN (South Africa)	search engine optimization copywriting	0	0
2010/10/08	MSN (South Africa)	website copywriting	0	0
2010/10/08	MSN (South Africa)	Web copywriting	0	0
2010/10/08	MSN (South Africa)	Internet copywriting	0	0
2010/10/08	MSN (South Africa)	Web page copywriting	0	0
2010/10/08	MSN (South Africa)	professional translator	0	0
2010/10/08	MSN (South Africa)	translate your text	0	0
2010/10/08	MSN (South Africa)	professional translation copywriting	0	0
2010/10/08	MSN (South Africa)	Translate English to Afrikaans	0	0
2010/10/08	MSN (South Africa)	Translate English to Spanish	0	0
2010/10/08	MSN (South Africa)	Translate English to French	0	0
2010/10/08	MSN (South Africa)	Translate English to German	0	0
2010/10/08	Yahoo Web Results	copywriting	0	0
2010/10/08	Yahoo Web Results	Translation-copywriters	1	1
2010/10/08	Yahoo Web Results	Translation-copywriters	2	1
2010/10/08	Yahoo Web Results	Translation-copywriters	3	1
2010/10/08	Yahoo Web Results	Translation-copywriters	10	1
2010/10/08	Yahoo Web Results	copywriting freelance	24	3
2010/10/08	Yahoo Web Results	copywriting specialties	0	0
2010/10/08	Yahoo Web Results	professional copywriting	0	0
2010/10/08	Yahoo Web Results	professional copywriter	0	0
2010/10/08	Yahoo Web Results	Afrikaans copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans copywriting	5	1
2010/10/08	Yahoo Web Results	writing Afrikaans copy	1	1
2010/10/08	Yahoo Web Results	writing Afrikaans copy	6	1
2010/10/08	Yahoo Web Results	writing Afrikaans copy	13	2
2010/10/08	Yahoo Web Results	writing Afrikaans copy	18	2
2010/10/08	Yahoo Web Results	professional Afrikaans copywriting	1	1
2010/10/08	Yahoo Web Results	professional Afrikaans copywriting	2	1
2010/10/08	Yahoo Web Results	professional Afrikaans copywriting	3	1

2010/10/08	Yahoo Web Results	professional Afrikaans copywriting	4	1
2010/10/08	Yahoo Web Results	Afrikaans advertising copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans advertising copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans advertising copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans advertising copywriting	4	1
2010/10/08	Yahoo Web Results	Afrikaans Advertorials copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Advertorials copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Advertorials copywriting	7	1
2010/10/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	7	1
2010/10/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	10	1
2010/10/08	Yahoo Web Results	Afrikaans Press releases copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Press releases copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Press releases copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans business copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans business copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans business copywriting	4	1
2010/10/08	Yahoo Web Results	Afrikaans business copywriting	8	1
2010/10/08	Yahoo Web Results	Afrikaans Annual reports copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Annual reports copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Annual reports copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Annual reports copywriting	5	1
2010/10/08	Yahoo Web Results	Afrikaans Company profiles copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Company profiles copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	6	1
2010/10/08	Yahoo Web Results	Afrikaans Datasheets copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Datasheets copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Internal communications copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Internal communications copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Internal communications copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	7	1
2010/10/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	8	1
2010/10/08	Yahoo Web Results	Afrikaans Newsletters copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Newsletters copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Newsletters copywriting	4	1
2010/10/08	Yahoo Web Results	Afrikaans Newsletters copywriting	5	1
2010/10/08	Yahoo Web Results	Afrikaans Presentations copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Presentations copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Product descriptions copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Product descriptions copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Sales letters copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Sales letters copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Sales letters copywriting	9	1
2010/10/08	Yahoo Web Results	Afrikaans White papers copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans White papers copywriting	2	1
2010/10/08	Yahoo Web Results	Strategic Afrikaans copywriting	1	1
2010/10/08	Yahoo Web Results	Strategic Afrikaans copywriting	2	1
2010/10/08	Yahoo Web Results	Strategic Afrikaans copywriting	3	1
2010/10/08	Yahoo Web Results	Strategic Afrikaans copywriting	8	1
2010/10/08	Yahoo Web Results	Afrikaans editing and proofreading	1	1

2010/10/08	Yahoo Web Results	Afrikaans editing and proofreading	2	1
2010/10/08	Yahoo Web Results	Afrikaans editing and proofreading	3	1
2010/10/08	Yahoo Web Results	Afrikaans editing and proofreading	8	1
2010/10/08	Yahoo Web Results	Afrikaans editing	4	1
2010/10/08	Yahoo Web Results	Afrikaans proofreading	8	1
2010/10/08	Yahoo Web Results	Afrikaans proofreading	11	2
2010/10/08	Yahoo Web Results	Afrikaans media and other copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans media and other copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans media and other copywriting	5	1
2010/10/08	Yahoo Web Results	Afrikaans Case Studies copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Case Studies copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Case Studies copywriting	10	1
2010/10/08	Yahoo Web Results	Afrikaans Case Studies copywriting	11	2
2010/10/08	Yahoo Web Results	Afrikaans Feature articles copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Feature articles copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Feature articles copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Feature articles copywriting	4	1
2010/10/08	Yahoo Web Results	Afrikaans Ghostwriting copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Journalism copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Journalism copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Journalism copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Journalism copywriting	5	1
2010/10/08	Yahoo Web Results	Afrikaans Scripts copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Scripts copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans Scripts copywriting	4	1
2010/10/08	Yahoo Web Results	Afrikaans Scripts copywriting	5	1
2010/10/08	Yahoo Web Results	Online Afrikaans copywriting	1	1
2010/10/08	Yahoo Web Results	Online Afrikaans copywriting	2	1
2010/10/08	Yahoo Web Results	Online Afrikaans copywriting	3	1
2010/10/08	Yahoo Web Results	Online Afrikaans copywriting	7	1
2010/10/08	Yahoo Web Results	Afrikaans Website copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans Website copywriting	3	1
2010/10/08	Yahoo Web Results	Afrikaans Website copywriting	4	1
2010/10/08	Yahoo Web Results	Afrikaans Website copywriting	5	1
2010/10/08	Yahoo Web Results	Afrikaans SEO copywriting	1	1
2010/10/08	Yahoo Web Results	Afrikaans SEO copywriting	2	1
2010/10/08	Yahoo Web Results	Afrikaans SEO copywriting	12	2
2010/10/08	Yahoo Web Results	Afrikaans SEO copywriting	21	3
2010/10/08	Yahoo Web Results	advertising copywriting	0	0
2010/10/08	Yahoo Web Results	Advertorial copywriting	0	0
2010/10/08	Yahoo Web Results	advertorial	0	0
2010/10/08	Yahoo Web Results	advertising and editorial writing	0	0
2010/10/08	Yahoo Web Results	Advertorial writing	0	0
2010/10/08	Yahoo Web Results	journalism and advertising copywriting	13	2
2010/10/08	Yahoo Web Results	advertising copy	0	0
2010/10/08	Yahoo Web Results	Ad jingles	0	0
2010/10/08	Yahoo Web Results	advertising jingles	0	0
2010/10/08	Yahoo Web Results	writing advertising jingles	0	0
2010/10/08	Yahoo Web Results	jingle writing	0	0
2010/10/08	Yahoo Web Results	commercial jingle	0	0
2010/10/08	Yahoo Web Results	outdoor advertising copywriters	0	0
2010/10/08	Yahoo Web Results	Billboard advertising copywriting	0	0
2010/10/08	Yahoo Web Results	poster advertising copywriters	0	0
2010/10/08	Yahoo Web Results	advertising copywriters	22	3
2010/10/08	Yahoo Web Results	Bus advertising copywriting	0	0
2010/10/08	Yahoo Web Results	Car advertising copywriting	0	0
2010/10/08	Yahoo Web Results	professional brochure copywriting	0	0
2010/10/08	Yahoo Web Results	professional pamphlet copywriting	23	3
2010/10/08	Yahoo Web Results	leaflet copywriting	0	0
2010/10/08	Yahoo Web Results	brochure design copywriting	0	0

2010/10/08	Yahoo Web Results	brochure layout design	0	0
2010/10/08	Yahoo Web Results	business brochures	0	0
2010/10/08	Yahoo Web Results	Brochure templates	0	0
2010/10/08	Yahoo Web Results	brochure copy	0	0
2010/10/08	Yahoo Web Results	Pamphlet design copywriting	0	0
2010/10/08	Yahoo Web Results	Flyers and leaflet copywriting	0	0
2010/10/08	Yahoo Web Results	business copywriting	18	2
2010/10/08	Yahoo Web Results	quality business copywriting	0	0
2010/10/08	Yahoo Web Results	Compelling business and marketing copywriting	0	0
2010/10/08	Yahoo Web Results	Specialists in business copywriting	22	3
2010/10/08	Yahoo Web Results	write professional annual reports	0	0
2010/10/08	Yahoo Web Results	annual report writing	0	0
2010/10/08	Yahoo Web Results	high-end annual report writing	0	0
2010/10/08	Yahoo Web Results	write company business profiles	0	0
2010/10/08	Yahoo Web Results	professional brochure copywriter	0	0
2010/10/08	Yahoo Web Results	corporate brochures copywriting	0	0
2010/10/08	Yahoo Web Results	Writing professional datasheets	1	1
2010/10/08	Yahoo Web Results	datasheets copywriting	1	1
2010/10/08	Yahoo Web Results	datasheets copywriting	21	3
2010/10/08	Yahoo Web Results	industry specific articles copywriting	4	1
2010/10/08	Yahoo Web Results	industry specific articles copywriting	21	3
2010/10/08	Yahoo Web Results	business communication copywriting	0	0
2010/10/08	Yahoo Web Results	corporate communications copywriting	0	0
2010/10/08	Yahoo Web Results	professional business communication copywriting	8	1
2010/10/08	Yahoo Web Results	newsletter copywriting	0	0
2010/10/08	Yahoo Web Results	corporate newsletter copywriting	0	0
2010/10/08	Yahoo Web Results	newsletter copywriting strategies	0	0
2010/10/08	Yahoo Web Results	Presentation copywriting	0	0
2010/10/08	Yahoo Web Results	corporate presentation copywriting	0	0
2010/10/08	Yahoo Web Results	product description copywriting	0	0
2010/10/08	Yahoo Web Results	write product descriptions	0	0
2010/10/08	Yahoo Web Results	sales letter writing	0	0
2010/10/08	Yahoo Web Results	writing sales letters	0	0
2010/10/08	Yahoo Web Results	sales letters copywriting	0	0
2010/10/08	Yahoo Web Results	strategic copywriting	0	0
2010/10/08	Yahoo Web Results	strategic business copywriting	15	2
2010/10/08	Yahoo Web Results	white papers copywriting	0	0
2010/10/08	Yahoo Web Results	Business white paper copywriting	0	0
2010/10/08	Yahoo Web Results	proofreading and editing	0	0
2010/10/08	Yahoo Web Results	copy editing	0	0
2010/10/08	Yahoo Web Results	professional editing	0	0
2010/10/08	Yahoo Web Results	Technical editing	0	0
2010/10/08	Yahoo Web Results	Grammar editing	0	0
2010/10/08	Yahoo Web Results	proofreading	0	0
2010/10/08	Yahoo Web Results	media writing	0	0
2010/10/08	Yahoo Web Results	media copywriter	12	2
2010/10/08	Yahoo Web Results	media copywriter	29	3
2010/10/08	Yahoo Web Results	Informative media writing	0	0
2010/10/08	Yahoo Web Results	Educational media writing	0	0
2010/10/08	Yahoo Web Results	Persuasive media writing	0	0
2010/10/08	Yahoo Web Results	Entertainment media writing	0	0
2010/10/08	Yahoo Web Results	Case studies copywriting	0	0
2010/10/08	Yahoo Web Results	business Case study copywriting	0	0
2010/10/08	Yahoo Web Results	Feature articles copywriting	0	0
2010/10/08	Yahoo Web Results	feature article writing	0	0
2010/10/08	Yahoo Web Results	Ghostwriting copywriting	0	0
2010/10/08	Yahoo Web Results	Journalism copywriting	2	1
2010/10/08	Yahoo Web Results	script writing specialists	0	0
2010/10/08	Yahoo Web Results	Scripts copywriting	0	0
2010/10/08	Yahoo Web Results	online copywriting	23	3

2010/10/08	Yahoo Web Results	SEO copywriting	0	0
2010/10/08	Yahoo Web Results	search engine optimization copywriting	0	0
2010/10/08	Yahoo Web Results	website copywriting	28	3
2010/10/08	Yahoo Web Results	Web copywriting	0	0
2010/10/08	Yahoo Web Results	Internet copywriting	0	0
2010/10/08	Yahoo Web Results	Web page copywriting	0	0
2010/10/08	Yahoo Web Results	professional translator	0	0
2010/10/08	Yahoo Web Results	translate your text	0	0
2010/10/08	Yahoo Web Results	professional translation copywriting	5	1
2010/10/08	Yahoo Web Results	professional translation copywriting	6	1
2010/10/08	Yahoo Web Results	professional translation copywriting	17	2
2010/10/08	Yahoo Web Results	Translate English to Afrikaans	0	0
2010/10/08	Yahoo Web Results	Translate English to Spanish	0	0
2010/10/08	Yahoo Web Results	Translate English to French	0	0
2010/10/08	Yahoo Web Results	Translate English to German	0	0

November	Engine	Keyword	Position	Page
2010/11/08	Google (South Africa)	copywriting	5	1
2010/11/08	Google (South Africa)	Translation-copywriters	1	1
2010/11/08	Google (South Africa)	Translation-copywriters	2	1
2010/11/08	Google (South Africa)	Translation-copywriters	3	1
2010/11/08	Google (South Africa)	Translation-copywriters	4	1
2010/11/08	Google (South Africa)	Translation-copywriters	11	2
2010/11/08	Google (South Africa)	Translation-copywriters	18	2
2010/11/08	Google (South Africa)	Translation-copywriters	28	3
2010/11/08	Google (South Africa)	copywriting freelance	1	1
2010/11/08	Google (South Africa)	copywriting specialties	6	1
2010/11/08	Google (South Africa)	professional copywriting	0	0
2010/11/08	Google (South Africa)	professional copywriter	0	0
2010/11/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	11	2
2010/11/08	Google (South Africa)	Afrikaans copywriting	12	2
2010/11/08	Google (South Africa)	writing Afrikaans copy	14	2
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	5	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	11	2
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	7	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	8	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	6	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	17	2
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	18	2
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	8	1
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	25	3

2010/11/08	Google (South Africa)	Afrikaans Company profiles copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Company profiles copywriting	13	2
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	15	2
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	11	2
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	12	2
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	22	3
2010/11/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Newsletters copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	20	2
2010/11/08	Google (South Africa)	Afrikaans Sales letters copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Sales letters copywriting	13	2
2010/11/08	Google (South Africa)	Afrikaans Sales letters copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans White papers copywriting	19	2
2010/11/08	Google (South Africa)	Strategic Afrikaans copywriting	2	1
2010/11/08	Google (South Africa)	Strategic Afrikaans copywriting	14	2
2010/11/08	Google (South Africa)	Strategic Afrikaans copywriting	26	3
2010/11/08	Google (South Africa)	Afrikaans editing and proofreading	8	1
2010/11/08	Google (South Africa)	Afrikaans editing and proofreading	14	2
2010/11/08	Google (South Africa)	Afrikaans editing	0	0
2010/11/08	Google (South Africa)	Afrikaans proofreading	27	3
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	6	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	25	3
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	6	1
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	17	2
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	30	3
2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	3	1

2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	16	2
2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	27	3
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	7	1
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	12	2
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	25	3
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	20	2
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	5	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	6	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	28	3
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	7	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	11	2
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	24	3
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	12	2
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	25	3
2010/11/08	Google (South Africa)	advertising copywriting	0	0
2010/11/08	Google (South Africa)	Advertorial copywriting	1	1
2010/11/08	Google (South Africa)	Advertorial copywriting	21	3
2010/11/08	Google (South Africa)	advertorial	0	0
2010/11/08	Google (South Africa)	advertising and editorial writing	0	0
2010/11/08	Google (South Africa)	Advertorial writing	25	3
2010/11/08	Google (South Africa)	journalism and advertising copywriting	1	1
2010/11/08	Google (South Africa)	advertising copy	0	0
2010/11/08	Google (South Africa)	Ad jingles	6	1
2010/11/08	Google (South Africa)	advertising jingles	0	0
2010/11/08	Google (South Africa)	writing advertising jingles	4	1
2010/11/08	Google (South Africa)	jingle writing	0	0
2010/11/08	Google (South Africa)	commercial jingle	0	0
2010/11/08	Google (South Africa)	outdoor advertising copywriters	1	1
2010/11/08	Google (South Africa)	outdoor advertising copywriters	20	2
2010/11/08	Google (South Africa)	Billboard advertising copywriting	2	1
2010/11/08	Google (South Africa)	poster advertising copywriters	1	1
2010/11/08	Google (South Africa)	advertising copywriters	7	1
2010/11/08	Google (South Africa)	Bus advertising copywriting	1	1
2010/11/08	Google (South Africa)	Car advertising copywriting	1	1
2010/11/08	Google (South Africa)	professional brochure copywriting	14	2
2010/11/08	Google (South Africa)	professional pamphlet copywriting	2	1
2010/11/08	Google (South Africa)	professional pamphlet copywriting	3	1
2010/11/08	Google (South Africa)	leaflet copywriting	2	1
2010/11/08	Google (South Africa)	brochure design copywriting	7	1
2010/11/08	Google (South Africa)	brochure layout design	0	0
2010/11/08	Google (South Africa)	business brochures	0	0
2010/11/08	Google (South Africa)	Brochure templates	0	0
2010/11/08	Google (South Africa)	brochure copy	0	0
2010/11/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/11/08	Google (South Africa)	Pamphlet design copywriting	2	1

2010/11/08	Google (South Africa)	Pamphlet design copywriting	3	1
2010/11/08	Google (South Africa)	Flyers and leaflet copywriting	1	1
2010/11/08	Google (South Africa)	Flyers and leaflet copywriting	22	3
2010/11/08	Google (South Africa)	business copywriting	8	1
2010/11/08	Google (South Africa)	business copywriting	11	2
2010/11/08	Google (South Africa)	quality business copywriting	3	1
2010/11/08	Google (South Africa)	Compelling business and marketing copywriting	8	1
2010/11/08	Google (South Africa)	Specialists in business copywriting	2	1
2010/11/08	Google (South Africa)	write professional annual reports	7	1
2010/11/08	Google (South Africa)	annual report writing	0	0
2010/11/08	Google (South Africa)	high-end annual report writing	0	0
2010/11/08	Google (South Africa)	write company business profiles	0	0
2010/11/08	Google (South Africa)	professional brochure copywriter	19	2
2010/11/08	Google (South Africa)	corporate brochures copywriting	18	2
2010/11/08	Google (South Africa)	corporate brochures copywriting	27	3
2010/11/08	Google (South Africa)	Writing professional datasheets	4	1
2010/11/08	Google (South Africa)	datasheets copywriting	5	1
2010/11/08	Google (South Africa)	datasheets copywriting	11	2
2010/11/08	Google (South Africa)	industry specific articles copywriting	1	1
2010/11/08	Google (South Africa)	industry specific articles copywriting	12	2
2010/11/08	Google (South Africa)	business communication copywriting	2	1
2010/11/08	Google (South Africa)	corporate communications copywriting	0	0
2010/11/08	Google (South Africa)	professional business communication copywriting	4	1
2010/11/08	Google (South Africa)	newsletter copywriting	0	0
2010/11/08	Google (South Africa)	corporate newsletter copywriting	0	0
2010/11/08	Google (South Africa)	newsletter copywriting strategies	0	0
2010/11/08	Google (South Africa)	Presentation copywriting	5	1
2010/11/08	Google (South Africa)	corporate presentation copywriting	1	1
2010/11/08	Google (South Africa)	product description copywriting	0	0
2010/11/08	Google (South Africa)	write product descriptions	0	0
2010/11/08	Google (South Africa)	sales letter writing	0	0
2010/11/08	Google (South Africa)	writing sales letters	0	0
2010/11/08	Google (South Africa)	sales letters copywriting	0	0
2010/11/08	Google (South Africa)	strategic copywriting	0	0
2010/11/08	Google (South Africa)	strategic business copywriting	18	2
2010/11/08	Google (South Africa)	white papers copywriting	0	0
2010/11/08	Google (South Africa)	Business white paper copywriting	0	0
2010/11/08	Google (South Africa)	proofreading and editing	0	0
2010/11/08	Google (South Africa)	copy editing	0	0
2010/11/08	Google (South Africa)	professional editing	0	0
2010/11/08	Google (South Africa)	Technical editing	0	0
2010/11/08	Google (South Africa)	Grammar editing	0	0
2010/11/08	Google (South Africa)	proofreading	0	0
2010/11/08	Google (South Africa)	media writing	0	0
2010/11/08	Google (South Africa)	media copywriter	0	0
2010/11/08	Google (South Africa)	Informative media writing	1	1
2010/11/08	Google (South Africa)	Educational media writing	7	1
2010/11/08	Google (South Africa)	Persuasive media writing	8	1
2010/11/08	Google (South Africa)	Entertainment media writing	7	1
2010/11/08	Google (South Africa)	Case studies copywriting	11	2
2010/11/08	Google (South Africa)	business Case study copywriting	0	0
2010/11/08	Google (South Africa)	Feature articles copywriting	7	1
2010/11/08	Google (South Africa)	feature article writing	0	0
2010/11/08	Google (South Africa)	Ghostwriting copywriting	0	0
2010/11/08	Google (South Africa)	Journalism copywriting	0	0
2010/11/08	Google (South Africa)	script writing specialists	0	0
2010/11/08	Google (South Africa)	Scripts copywriting	0	0
2010/11/08	Google (South Africa)	online copywriting	0	0
2010/11/08	Google (South Africa)	SEO copywriting	7	1
2010/11/08	Google (South Africa)	search engine optimization copywriting	10	1

2010/11/08	Google (South Africa)	website copywriting	5	1
2010/11/08	Google (South Africa)	website copywriting	13	2
2010/11/08	Google (South Africa)	website copywriting	22	3
2010/11/08	Google (South Africa)	Web copywriting	0	0
2010/11/08	Google (South Africa)	Internet copywriting	0	0
2010/11/08	Google (South Africa)	Web page copywriting	0	0
2010/11/08	Google (South Africa)	professional translator	0	0
2010/11/08	Google (South Africa)	translate your text	0	0
2010/11/08	Google (South Africa)	professional translation copywriting	10	1
2010/11/08	Google (South Africa)	professional translation copywriting	23	3
2010/11/08	Google (South Africa)	Translate English to Afrikaans	24	3
2010/11/08	Google (South Africa)	Translate English to Spanish	0	0
2010/11/08	Google (South Africa)	Translate English to French	0	0
2010/11/08	Google (South Africa)	Translate English to German	0	0
2010/11/08	MSN (South Africa)	copywriting	0	0
2010/11/08	MSN (South Africa)	Translation-copywriters	0	0
2010/11/08	MSN (South Africa)	copywriting freelance	0	0
2010/11/08	MSN (South Africa)	copywriting specialties	0	0
2010/11/08	MSN (South Africa)	professional copywriting	0	0
2010/11/08	MSN (South Africa)	professional copywriter	0	0
2010/11/08	MSN (South Africa)	Afrikaans copywriting	0	0
2010/11/08	MSN (South Africa)	writing Afrikaans copy	0	0
2010/11/08	MSN (South Africa)	professional Afrikaans copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans advertising copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Advertorials copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Outdoor ads copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Pamphlets and brochures copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Press releases copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans business copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Annual reports copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Company profiles copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Corporate brochures copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Datasheets copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Internal communications copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Industry specific articles copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Newsletters copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Presentations copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Product descriptions copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Sales letters copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans White papers copywriting	0	0
2010/11/08	MSN (South Africa)	Strategic Afrikaans copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans editing and proofreading	0	0
2010/11/08	MSN (South Africa)	Afrikaans editing	0	0
2010/11/08	MSN (South Africa)	Afrikaans proofreading	0	0
2010/11/08	MSN (South Africa)	Afrikaans media and other copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Case Studies copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Feature articles copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Ghostwriting copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Journalism copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Scripts copywriting	0	0
2010/11/08	MSN (South Africa)	Online Afrikaans copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans Website copywriting	0	0
2010/11/08	MSN (South Africa)	Afrikaans SEO copywriting	0	0
2010/11/08	MSN (South Africa)	advertising copywriting	0	0
2010/11/08	MSN (South Africa)	Advertorial copywriting	0	0
2010/11/08	MSN (South Africa)	advertorial	0	0
2010/11/08	MSN (South Africa)	advertising and editorial writing	0	0
2010/11/08	MSN (South Africa)	Advertorial writing	0	0
2010/11/08	MSN (South Africa)	journalism and advertising copywriting	0	0
2010/11/08	MSN (South Africa)	advertising copy	0	0

2010/11/08	MSN (South Africa)	Ad jingles	0	0
2010/11/08	MSN (South Africa)	advertising jingles	0	0
2010/11/08	MSN (South Africa)	writing advertising jingles	0	0
2010/11/08	MSN (South Africa)	jingle writing	0	0
2010/11/08	MSN (South Africa)	commercial jingle	0	0
2010/11/08	MSN (South Africa)	outdoor advertising copywriters	0	0
2010/11/08	MSN (South Africa)	Billboard advertising copywriting	0	0
2010/11/08	MSN (South Africa)	poster advertising copywriters	0	0
2010/11/08	MSN (South Africa)	advertising copywriters	0	0
2010/11/08	MSN (South Africa)	Bus advertising copywriting	0	0
2010/11/08	MSN (South Africa)	Car advertising copywriting	0	0
2010/11/08	MSN (South Africa)	professional brochure copywriting	0	0
2010/11/08	MSN (South Africa)	professional pamphlet copywriting	0	0
2010/11/08	MSN (South Africa)	leaflet copywriting	0	0
2010/11/08	MSN (South Africa)	brochure design copywriting	0	0
2010/11/08	MSN (South Africa)	brochure layout design	0	0
2010/11/08	MSN (South Africa)	business brochures	0	0
2010/11/08	MSN (South Africa)	Brochure templates	0	0
2010/11/08	MSN (South Africa)	brochure copy	0	0
2010/11/08	MSN (South Africa)	Pamphlet design copywriting	0	0
2010/11/08	MSN (South Africa)	Flyers and leaflet copywriting	0	0
2010/11/08	MSN (South Africa)	business copywriting	0	0
2010/11/08	MSN (South Africa)	quality business copywriting	0	0
2010/11/08	MSN (South Africa)	Compelling business and marketing copywriting	0	0
2010/11/08	MSN (South Africa)	Specialists in business copywriting	0	0
2010/11/08	MSN (South Africa)	write professional annual reports	0	0
2010/11/08	MSN (South Africa)	annual report writing	0	0
2010/11/08	MSN (South Africa)	high-end annual report writing	0	0
2010/11/08	MSN (South Africa)	write company business profiles	0	0
2010/11/08	MSN (South Africa)	professional brochure copywriter	0	0
2010/11/08	MSN (South Africa)	corporate brochures copywriting	0	0
2010/11/08	MSN (South Africa)	Writing professional datasheets	0	0
2010/11/08	MSN (South Africa)	datasheets copywriting	0	0
2010/11/08	MSN (South Africa)	industry specific articles copywriting	0	0
2010/11/08	MSN (South Africa)	business communication copywriting	0	0
2010/11/08	MSN (South Africa)	corporate communications copywriting	0	0
2010/11/08	MSN (South Africa)	professional business communication copywriting	0	0
2010/11/08	MSN (South Africa)	newsletter copywriting	0	0
2010/11/08	MSN (South Africa)	corporate newsletter copywriting	0	0
2010/11/08	MSN (South Africa)	newsletter copywriting strategies	0	0
2010/11/08	MSN (South Africa)	Presentation copywriting	0	0
2010/11/08	MSN (South Africa)	corporate presentation copywriting	0	0
2010/11/08	MSN (South Africa)	product description copywriting	0	0
2010/11/08	MSN (South Africa)	write product descriptions	0	0
2010/11/08	MSN (South Africa)	sales letter writing	0	0
2010/11/08	MSN (South Africa)	writing sales letters	0	0
2010/11/08	MSN (South Africa)	sales letters copywriting	0	0
2010/11/08	MSN (South Africa)	strategic copywriting	0	0
2010/11/08	MSN (South Africa)	strategic business copywriting	0	0
2010/11/08	MSN (South Africa)	white papers copywriting	0	0
2010/11/08	MSN (South Africa)	Business white paper copywriting	0	0
2010/11/08	MSN (South Africa)	proofreading and editing	0	0
2010/11/08	MSN (South Africa)	copy editing	0	0
2010/11/08	MSN (South Africa)	professional editing	0	0
2010/11/08	MSN (South Africa)	Technical editing	0	0
2010/11/08	MSN (South Africa)	Grammar editing	0	0
2010/11/08	MSN (South Africa)	proofreading	0	0
2010/11/08	MSN (South Africa)	media writing	0	0
2010/11/08	MSN (South Africa)	media copywriter	0	0
2010/11/08	MSN (South Africa)	Informative media writing	0	0

2010/11/08	MSN (South Africa)	Educational media writing	0	0
2010/11/08	MSN (South Africa)	Persuasive media writing	0	0
2010/11/08	MSN (South Africa)	Entertainment media writing	0	0
2010/11/08	MSN (South Africa)	Case studies copywriting	0	0
2010/11/08	MSN (South Africa)	business Case study copywriting	0	0
2010/11/08	MSN (South Africa)	Feature articles copywriting	0	0
2010/11/08	MSN (South Africa)	feature article writing	0	0
2010/11/08	MSN (South Africa)	Ghostwriting copywriting	0	0
2010/11/08	MSN (South Africa)	Journalism copywriting	0	0
2010/11/08	MSN (South Africa)	script writing specialists	0	0
2010/11/08	MSN (South Africa)	Scripts copywriting	0	0
2010/11/08	MSN (South Africa)	online copywriting	0	0
2010/11/08	MSN (South Africa)	SEO copywriting	0	0
2010/11/08	MSN (South Africa)	search engine optimization copywriting	0	0
2010/11/08	MSN (South Africa)	website copywriting	0	0
2010/11/08	MSN (South Africa)	Web copywriting	0	0
2010/11/08	MSN (South Africa)	Internet copywriting	0	0
2010/11/08	MSN (South Africa)	Web page copywriting	0	0
2010/11/08	MSN (South Africa)	professional translator	0	0
2010/11/08	MSN (South Africa)	translate your text	0	0
2010/11/08	MSN (South Africa)	professional translation copywriting	0	0
2010/11/08	MSN (South Africa)	Translate English to Afrikaans	0	0
2010/11/08	MSN (South Africa)	Translate English to Spanish	0	0
2010/11/08	MSN (South Africa)	Translate English to French	0	0
2010/11/08	MSN (South Africa)	Translate English to German	0	0
2010/11/08	Yahoo Web Results	copywriting	0	0
2010/11/08	Yahoo Web Results	Translation-copywriters	1	1
2010/11/08	Yahoo Web Results	Translation-copywriters	2	1
2010/11/08	Yahoo Web Results	Translation-copywriters	5	1
2010/11/08	Yahoo Web Results	Translation-copywriters	9	1
2010/11/08	Yahoo Web Results	Translation-copywriters	11	2
2010/11/08	Yahoo Web Results	copywriting freelance	0	0
2010/11/08	Yahoo Web Results	copywriting specialties	0	0
2010/11/08	Yahoo Web Results	professional copywriting	0	0
2010/11/08	Yahoo Web Results	professional copywriter	0	0
2010/11/08	Yahoo Web Results	Afrikaans copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans copywriting	5	1
2010/11/08	Yahoo Web Results	Afrikaans copywriting	6	1
2010/11/08	Yahoo Web Results	writing Afrikaans copy	1	1
2010/11/08	Yahoo Web Results	writing Afrikaans copy	7	1
2010/11/08	Yahoo Web Results	writing Afrikaans copy	30	3
2010/11/08	Yahoo Web Results	professional Afrikaans copywriting	1	1
2010/11/08	Yahoo Web Results	professional Afrikaans copywriting	2	1
2010/11/08	Yahoo Web Results	professional Afrikaans copywriting	3	1
2010/11/08	Yahoo Web Results	professional Afrikaans copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans advertising copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans advertising copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans advertising copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans advertising copywriting	5	1
2010/11/08	Yahoo Web Results	Afrikaans Advertorials copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Advertorials copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Advertorials copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Advertorials copywriting	8	1
2010/11/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Outdoor ads copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Pamphlets and brochures copywriting	5	1

2010/11/08	Yahoo Web Results	Afrikaans Press releases copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Press releases copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Press releases copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Press releases copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans business copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans business copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans business copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans business copywriting	9	1
2010/11/08	Yahoo Web Results	Afrikaans Annual reports copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Annual reports copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Annual reports copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Annual reports copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Company profiles copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Company profiles copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Corporate brochures copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Datasheets copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Datasheets copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Internal communications copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Internal communications copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Internal communications copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Internal communications copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	5	1
2010/11/08	Yahoo Web Results	Afrikaans Industry specific articles copywriting	7	1
2010/11/08	Yahoo Web Results	Afrikaans Newsletters copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Newsletters copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Newsletters copywriting	5	1
2010/11/08	Yahoo Web Results	Afrikaans Newsletters copywriting	6	1
2010/11/08	Yahoo Web Results	Afrikaans Presentations copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Presentations copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Product descriptions copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Product descriptions copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Sales letters copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Sales letters copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Sales letters copywriting	9	1
2010/11/08	Yahoo Web Results	Afrikaans White papers copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans White papers copywriting	2	1
2010/11/08	Yahoo Web Results	Strategic Afrikaans copywriting	1	1
2010/11/08	Yahoo Web Results	Strategic Afrikaans copywriting	2	1
2010/11/08	Yahoo Web Results	Strategic Afrikaans copywriting	3	1
2010/11/08	Yahoo Web Results	Strategic Afrikaans copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans editing and proofreading	1	1
2010/11/08	Yahoo Web Results	Afrikaans editing and proofreading	3	1
2010/11/08	Yahoo Web Results	Afrikaans editing and proofreading	8	1
2010/11/08	Yahoo Web Results	Afrikaans editing	12	2
2010/11/08	Yahoo Web Results	Afrikaans proofreading	2	1
2010/11/08	Yahoo Web Results	Afrikaans media and other copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans media and other copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans media and other copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Case Studies copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Case Studies copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Case Studies copywriting	7	1
2010/11/08	Yahoo Web Results	Afrikaans Case Studies copywriting	9	1
2010/11/08	Yahoo Web Results	Afrikaans Feature articles copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Feature articles copywriting	2	1

2010/11/08	Yahoo Web Results	Afrikaans Feature articles copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Feature articles copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Ghostwriting copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Ghostwriting copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Journalism copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Journalism copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Journalism copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Journalism copywriting	5	1
2010/11/08	Yahoo Web Results	Afrikaans Scripts copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Scripts copywriting	2	1
2010/11/08	Yahoo Web Results	Afrikaans Scripts copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Scripts copywriting	6	1
2010/11/08	Yahoo Web Results	Online Afrikaans copywriting	1	1
2010/11/08	Yahoo Web Results	Online Afrikaans copywriting	2	1
2010/11/08	Yahoo Web Results	Online Afrikaans copywriting	3	1
2010/11/08	Yahoo Web Results	Online Afrikaans copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Website copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans Website copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans Website copywriting	4	1
2010/11/08	Yahoo Web Results	Afrikaans Website copywriting	7	1
2010/11/08	Yahoo Web Results	Afrikaans SEO copywriting	1	1
2010/11/08	Yahoo Web Results	Afrikaans SEO copywriting	3	1
2010/11/08	Yahoo Web Results	Afrikaans SEO copywriting	6	1
2010/11/08	Yahoo Web Results	Afrikaans SEO copywriting	7	1
2010/11/08	Yahoo Web Results	advertising copywriting	0	0
2010/11/08	Yahoo Web Results	Advertorial copywriting	4	1
2010/11/08	Yahoo Web Results	advertorial	0	0
2010/11/08	Yahoo Web Results	advertising and editorial writing	0	0
2010/11/08	Yahoo Web Results	Advertorial writing	0	0
2010/11/08	Yahoo Web Results	journalism and advertising copywriting	0	0
2010/11/08	Yahoo Web Results	advertising copy	0	0
2010/11/08	Yahoo Web Results	Ad jingles	0	0
2010/11/08	Yahoo Web Results	advertising jingles	0	0
2010/11/08	Yahoo Web Results	writing advertising jingles	0	0
2010/11/08	Yahoo Web Results	jingle writing	0	0
2010/11/08	Yahoo Web Results	commercial jingle	0	0
2010/11/08	Yahoo Web Results	outdoor advertising copywriters	1	1
2010/11/08	Yahoo Web Results	Billboard advertising copywriting	1	1
2010/11/08	Yahoo Web Results	poster advertising copywriters	1	1
2010/11/08	Yahoo Web Results	advertising copywriters	0	0
2010/11/08	Yahoo Web Results	Bus advertising copywriting	2	1
2010/11/08	Yahoo Web Results	Car advertising copywriting	4	1
2010/11/08	Yahoo Web Results	professional brochure copywriting	9	1
2010/11/08	Yahoo Web Results	professional pamphlet copywriting	1	1
2010/11/08	Yahoo Web Results	professional pamphlet copywriting	16	2
2010/11/08	Yahoo Web Results	leaflet copywriting	19	2
2010/11/08	Yahoo Web Results	brochure design copywriting	0	0
2010/11/08	Yahoo Web Results	brochure layout design	0	0
2010/11/08	Yahoo Web Results	business brochures	0	0
2010/11/08	Yahoo Web Results	Brochure templates	0	0
2010/11/08	Yahoo Web Results	brochure copy	0	0
2010/11/08	Yahoo Web Results	Pamphlet design copywriting	2	1
2010/11/08	Yahoo Web Results	Pamphlet design copywriting	17	2
2010/11/08	Yahoo Web Results	Flyers and leaflet copywriting	3	1
2010/11/08	Yahoo Web Results	Flyers and leaflet copywriting	5	1
2010/11/08	Yahoo Web Results	business copywriting	0	0
2010/11/08	Yahoo Web Results	quality business copywriting	2	1
2010/11/08	Yahoo Web Results	Compelling business and marketing copywriting	4	1
2010/11/08	Yahoo Web Results	Specialists in business copywriting	7	1
2010/11/08	Yahoo Web Results	write professional annual reports	0	0

2010/11/08	Yahoo Web Results	annual report writing	0	0
2010/11/08	Yahoo Web Results	high-end annual report writing	0	0
2010/11/08	Yahoo Web Results	write company business profiles	0	0
2010/11/08	Yahoo Web Results	professional brochure copywriter	11	2
2010/11/08	Yahoo Web Results	corporate brochures copywriting	3	1
2010/11/08	Yahoo Web Results	Writing professional datasheets	1	1
2010/11/08	Yahoo Web Results	datasheets copywriting	2	1
2010/11/08	Yahoo Web Results	datasheets copywriting	20	2
2010/11/08	Yahoo Web Results	datasheets copywriting	21	3
2010/11/08	Yahoo Web Results	industry specific articles copywriting	1	1
2010/11/08	Yahoo Web Results	industry specific articles copywriting	5	1
2010/11/08	Yahoo Web Results	industry specific articles copywriting	27	3
2010/11/08	Yahoo Web Results	business communication copywriting	12	2
2010/11/08	Yahoo Web Results	corporate communications copywriting	0	0
2010/11/08	Yahoo Web Results	professional business communication copywriting	17	2
2010/11/08	Yahoo Web Results	newsletter copywriting	0	0
2010/11/08	Yahoo Web Results	corporate newsletter copywriting	29	3
2010/11/08	Yahoo Web Results	newsletter copywriting strategies	19	2
2010/11/08	Yahoo Web Results	Presentation copywriting	5	1
2010/11/08	Yahoo Web Results	corporate presentation copywriting	2	1
2010/11/08	Yahoo Web Results	product description copywriting	0	0
2010/11/08	Yahoo Web Results	write product descriptions	0	0
2010/11/08	Yahoo Web Results	sales letter writing	0	0
2010/11/08	Yahoo Web Results	writing sales letters	0	0
2010/11/08	Yahoo Web Results	sales letters copywriting	0	0
2010/11/08	Yahoo Web Results	strategic copywriting	5	1
2010/11/08	Yahoo Web Results	strategic business copywriting	1	1
2010/11/08	Yahoo Web Results	strategic business copywriting	9	1
2010/11/08	Yahoo Web Results	white papers copywriting	6	1
2010/11/08	Yahoo Web Results	Business white paper copywriting	3	1
2010/11/08	Yahoo Web Results	Business white paper copywriting	27	3
2010/11/08	Yahoo Web Results	proofreading and editing	0	0
2010/11/08	Yahoo Web Results	copy editing	0	0
2010/11/08	Yahoo Web Results	professional editing	0	0
2010/11/08	Yahoo Web Results	Technical editing	0	0
2010/11/08	Yahoo Web Results	Grammar editing	0	0
2010/11/08	Yahoo Web Results	proofreading	0	0
2010/11/08	Yahoo Web Results	media writing	0	0
2010/11/08	Yahoo Web Results	media copywriter	0	0
2010/11/08	Yahoo Web Results	Informative media writing	0	0
2010/11/08	Yahoo Web Results	Educational media writing	0	0
2010/11/08	Yahoo Web Results	Persuasive media writing	0	0
2010/11/08	Yahoo Web Results	Entertainment media writing	0	0
2010/11/08	Yahoo Web Results	Case studies copywriting	13	2
2010/11/08	Yahoo Web Results	business Case study copywriting	1	1
2010/11/08	Yahoo Web Results	Feature articles copywriting	2	1
2010/11/08	Yahoo Web Results	feature article writing	0	0
2010/11/08	Yahoo Web Results	Ghostwriting copywriting	0	0
2010/11/08	Yahoo Web Results	Journalism copywriting	14	2
2010/11/08	Yahoo Web Results	script writing specialists	0	0
2010/11/08	Yahoo Web Results	Scripts copywriting	0	0
2010/11/08	Yahoo Web Results	online copywriting	0	0
2010/11/08	Yahoo Web Results	SEO copywriting	0	0
2010/11/08	Yahoo Web Results	search engine optimization copywriting	0	0
2010/11/08	Yahoo Web Results	website copywriting	27	3
2010/11/08	Yahoo Web Results	Web copywriting	0	0
2010/11/08	Yahoo Web Results	Internet copywriting	0	0
2010/11/08	Yahoo Web Results	Web page copywriting	0	0
2010/11/08	Yahoo Web Results	professional translator	0	0
2010/11/08	Yahoo Web Results	translate your text	0	0

2010/11/08	Yahoo Web Results	professional translation copywriting	6	1
2010/11/08	Yahoo Web Results	professional translation copywriting	9	1
2010/11/08	Yahoo Web Results	professional translation copywriting	20	2
2010/11/08	Yahoo Web Results	Translate English to Afrikaans	0	0
2010/11/08	Yahoo Web Results	Translate English to Spanish	0	0
2010/11/08	Yahoo Web Results	Translate English to French	0	0
2010/11/08	Yahoo Web Results	Translate English to German	0	0

APPENDIX 2L

Journal Article 2 - Local Copywriters & Translation-copywriters rankings for 130 keywords over 4 months

August	Engine	Keyword	Position	Page
2010/08/08	Google (South Africa)	copywriting	1	1
2010/08/08	Google (South Africa)	Translation-copywriters	1	1
2010/08/08	Google (South Africa)	Translation-copywriters	2	1
2010/08/08	Google (South Africa)	Translation-copywriters	3	1
2010/08/08	Google (South Africa)	Translation-copywriters	4	1
2010/08/08	Google (South Africa)	copywriting freelance	1	1
2010/08/08	Google (South Africa)	copywriting freelance	2	1
2010/08/08	Google (South Africa)	copywriting specialties	1	1
2010/08/08	Google (South Africa)	professional copywriting	4	1
2010/08/08	Google (South Africa)	professional copywriting	5	1
2010/08/08	Google (South Africa)	professional copywriting	12	2
2010/08/08	Google (South Africa)	professional copywriting	26	3
2010/08/08	Google (South Africa)	professional copywriter	2	1
2010/08/08	Google (South Africa)	professional copywriter	3	1
2010/08/08	Google (South Africa)	professional copywriter	14	2
2010/08/08	Google (South Africa)	professional copywriter	28	3
2010/08/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans copywriting	4	1
2010/08/08	Google (South Africa)	writing Afrikaans copy	1	1
2010/08/08	Google (South Africa)	writing Afrikaans copy	18	2
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/08/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans advertising copywriting	14	2
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Advertorials copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Annual reports copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Company profiles copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Company profiles copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	3	1

2010/08/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Datasheets copywriting	9	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Newsletters copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Newsletters copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Sales letters copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Sales letters copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/08/08	Google (South Africa)	Strategic Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	Strategic Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans editing and proofreading	4	1
2010/08/08	Google (South Africa)	Afrikaans editing and proofreading	7	1
2010/08/08	Google (South Africa)	Afrikaans editing and proofreading	25	3
2010/08/08	Google (South Africa)	Afrikaans editing	1	1
2010/08/08	Google (South Africa)	Afrikaans editing	9	1
2010/08/08	Google (South Africa)	Afrikaans proofreading	4	1
2010/08/08	Google (South Africa)	Afrikaans proofreading	9	1
2010/08/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans media and other copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Case Studies copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Case Studies copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Case Studies copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Feature articles copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	26	3
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	3	1
2010/08/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/08/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans Website copywriting	3	1

2010/08/08	Google (South Africa)	Afrikaans Website copywriting	4	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	1	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	2	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	5	1
2010/08/08	Google (South Africa)	Afrikaans SEO copywriting	6	1
2010/08/08	Google (South Africa)	advertising copywriting	6	1
2010/08/08	Google (South Africa)	advertising copywriting	7	1
2010/08/08	Google (South Africa)	advertising copywriting	13	2
2010/08/08	Google (South Africa)	Advertorial copywriting	1	1
2010/08/08	Google (South Africa)	Advertorial copywriting	2	1
2010/08/08	Google (South Africa)	Advertorial copywriting	4	1
2010/08/08	Google (South Africa)	advertorial	7	1
2010/08/08	Google (South Africa)	advertising and editorial writing	1	1
2010/08/08	Google (South Africa)	Advertorial writing	1	1
2010/08/08	Google (South Africa)	Advertorial writing	14	2
2010/08/08	Google (South Africa)	journalism and advertising copywriting	1	1
2010/08/08	Google (South Africa)	journalism and advertising copywriting	7	1
2010/08/08	Google (South Africa)	journalism and advertising copywriting	11	2
2010/08/08	Google (South Africa)	journalism and advertising copywriting	20	2
2010/08/08	Google (South Africa)	advertising copy	22	3
2010/08/08	Google (South Africa)	advertising copy	25	3
2010/08/08	Google (South Africa)	Ad jingles	2	1
2010/08/08	Google (South Africa)	Ad jingles	27	3
2010/08/08	Google (South Africa)	advertising jingles	7	1
2010/08/08	Google (South Africa)	writing advertising jingles	4	1
2010/08/08	Google (South Africa)	writing advertising jingles	18	2
2010/08/08	Google (South Africa)	writing advertising jingles	27	3
2010/08/08	Google (South Africa)	jingle writing	0	0
2010/08/08	Google (South Africa)	commercial jingle	0	0
2010/08/08	Google (South Africa)	outdoor advertising copywriters	1	1
2010/08/08	Google (South Africa)	outdoor advertising copywriters	2	1
2010/08/08	Google (South Africa)	Billboard advertising copywriting	1	1
2010/08/08	Google (South Africa)	Billboard advertising copywriting	2	1
2010/08/08	Google (South Africa)	poster advertising copywriters	2	1
2010/08/08	Google (South Africa)	poster advertising copywriters	21	3
2010/08/08	Google (South Africa)	advertising copywriters	1	1
2010/08/08	Google (South Africa)	advertising copywriters	2	1
2010/08/08	Google (South Africa)	advertising copywriters	18	2
2010/08/08	Google (South Africa)	Bus advertising copywriting	1	1
2010/08/08	Google (South Africa)	Car advertising copywriting	0	0
2010/08/08	Google (South Africa)	professional brochure copywriting	1	1
2010/08/08	Google (South Africa)	professional brochure copywriting	2	1
2010/08/08	Google (South Africa)	professional pamphlet copywriting	1	1
2010/08/08	Google (South Africa)	professional pamphlet copywriting	2	1
2010/08/08	Google (South Africa)	leaflet copywriting	1	1
2010/08/08	Google (South Africa)	leaflet copywriting	2	1
2010/08/08	Google (South Africa)	brochure design copywriting	1	1
2010/08/08	Google (South Africa)	brochure design copywriting	2	1
2010/08/08	Google (South Africa)	brochure layout design	15	2
2010/08/08	Google (South Africa)	business brochures	0	0
2010/08/08	Google (South Africa)	Brochure templates	7	1
2010/08/08	Google (South Africa)	Brochure templates	19	2
2010/08/08	Google (South Africa)	brochure copy	11	2
2010/08/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/08/08	Google (South Africa)	Pamphlet design copywriting	2	1
2010/08/08	Google (South Africa)	Flyers and leaflet copywriting	1	1
2010/08/08	Google (South Africa)	Flyers and leaflet copywriting	2	1
2010/08/08	Google (South Africa)	business copywriting	2	1
2010/08/08	Google (South Africa)	business copywriting	3	1
2010/08/08	Google (South Africa)	business copywriting	10	1

2010/08/08	Google (South Africa)	business copywriting	14	2
2010/08/08	Google (South Africa)	quality business copywriting	3	1
2010/08/08	Google (South Africa)	quality business copywriting	4	1
2010/08/08	Google (South Africa)	quality business copywriting	7	1
2010/08/08	Google (South Africa)	Compelling business and marketing copywriting	5	1
2010/08/08	Google (South Africa)	Compelling business and marketing copywriting	6	1
2010/08/08	Google (South Africa)	Specialists in business copywriting	2	1
2010/08/08	Google (South Africa)	Specialists in business copywriting	3	1
2010/08/08	Google (South Africa)	Specialists in business copywriting	7	1
2010/08/08	Google (South Africa)	write professional annual reports	0	0
2010/08/08	Google (South Africa)	annual report writing	0	0
2010/08/08	Google (South Africa)	high-end annual report writing	0	0
2010/08/08	Google (South Africa)	write company business profiles	0	0
2010/08/08	Google (South Africa)	professional brochure copywriter	1	1
2010/08/08	Google (South Africa)	professional brochure copywriter	2	1
2010/08/08	Google (South Africa)	professional brochure copywriter	26	3
2010/08/08	Google (South Africa)	corporate brochures copywriting	2	1
2010/08/08	Google (South Africa)	corporate brochures copywriting	3	1
2010/08/08	Google (South Africa)	corporate brochures copywriting	5	1
2010/08/08	Google (South Africa)	corporate brochures copywriting	21	3
2010/08/08	Google (South Africa)	Writing professional datasheets	5	1
2010/08/08	Google (South Africa)	Writing professional datasheets	13	2
2010/08/08	Google (South Africa)	datasheets copywriting	1	1
2010/08/08	Google (South Africa)	datasheets copywriting	2	1
2010/08/08	Google (South Africa)	industry specific articles copywriting	1	1
2010/08/08	Google (South Africa)	industry specific articles copywriting	2	1
2010/08/08	Google (South Africa)	industry specific articles copywriting	7	1
2010/08/08	Google (South Africa)	business communication copywriting	7	1
2010/08/08	Google (South Africa)	business communication copywriting	8	1
2010/08/08	Google (South Africa)	business communication copywriting	9	1
2010/08/08	Google (South Africa)	business communication copywriting	11	2
2010/08/08	Google (South Africa)	corporate communications copywriting	4	1
2010/08/08	Google (South Africa)	corporate communications copywriting	8	1
2010/08/08	Google (South Africa)	corporate communications copywriting	16	2
2010/08/08	Google (South Africa)	corporate communications copywriting	23	3
2010/08/08	Google (South Africa)	professional business communication copywriting	5	1
2010/08/08	Google (South Africa)	professional business communication copywriting	6	1
2010/08/08	Google (South Africa)	professional business communication copywriting	7	1
2010/08/08	Google (South Africa)	professional business communication copywriting	13	2
2010/08/08	Google (South Africa)	newsletter copywriting	1	1
2010/08/08	Google (South Africa)	newsletter copywriting	26	3
2010/08/08	Google (South Africa)	corporate newsletter copywriting	1	1
2010/08/08	Google (South Africa)	corporate newsletter copywriting	13	2
2010/08/08	Google (South Africa)	newsletter copywriting strategies	1	1
2010/08/08	Google (South Africa)	newsletter copywriting strategies	12	2
2010/08/08	Google (South Africa)	Presentation copywriting	4	1
2010/08/08	Google (South Africa)	Presentation copywriting	5	1
2010/08/08	Google (South Africa)	corporate presentation copywriting	5	1
2010/08/08	Google (South Africa)	corporate presentation copywriting	14	2
2010/08/08	Google (South Africa)	product description copywriting	3	1
2010/08/08	Google (South Africa)	product description copywriting	4	1
2010/08/08	Google (South Africa)	write product descriptions	2	1
2010/08/08	Google (South Africa)	sales letter writing	0	0
2010/08/08	Google (South Africa)	writing sales letters	0	0
2010/08/08	Google (South Africa)	sales letters copywriting	5	1
2010/08/08	Google (South Africa)	sales letters copywriting	11	2
2010/08/08	Google (South Africa)	strategic copywriting	1	1
2010/08/08	Google (South Africa)	strategic copywriting	2	1
2010/08/08	Google (South Africa)	strategic business copywriting	1	1
2010/08/08	Google (South Africa)	strategic business copywriting	2	1

2010/08/08	Google (South Africa)	strategic business copywriting	6	1
2010/08/08	Google (South Africa)	white papers copywriting	1	1
2010/08/08	Google (South Africa)	white papers copywriting	2	1
2010/08/08	Google (South Africa)	Business white paper copywriting	1	1
2010/08/08	Google (South Africa)	Business white paper copywriting	2	1
2010/08/08	Google (South Africa)	proofreading and editing	0	0
2010/08/08	Google (South Africa)	copy editing	0	0
2010/08/08	Google (South Africa)	professional editing	0	0
2010/08/08	Google (South Africa)	Technical editing	0	0
2010/08/08	Google (South Africa)	Grammar editing	0	0
2010/08/08	Google (South Africa)	proofreading	0	0
2010/08/08	Google (South Africa)	media writing	0	0
2010/08/08	Google (South Africa)	media copywriter	9	1
2010/08/08	Google (South Africa)	media copywriter	17	2
2010/08/08	Google (South Africa)	Informative media writing	0	0
2010/08/08	Google (South Africa)	Educational media writing	0	0
2010/08/08	Google (South Africa)	Persuasive media writing	2	1
2010/08/08	Google (South Africa)	Entertainment media writing	0	0
2010/08/08	Google (South Africa)	Case studies copywriting	1	1
2010/08/08	Google (South Africa)	Case studies copywriting	3	1
2010/08/08	Google (South Africa)	Case studies copywriting	4	1
2010/08/08	Google (South Africa)	business Case study copywriting	1	1
2010/08/08	Google (South Africa)	business Case study copywriting	3	1
2010/08/08	Google (South Africa)	business Case study copywriting	11	2
2010/08/08	Google (South Africa)	Feature articles copywriting	1	1
2010/08/08	Google (South Africa)	Feature articles copywriting	2	1
2010/08/08	Google (South Africa)	Feature articles copywriting	4	1
2010/08/08	Google (South Africa)	Feature articles copywriting	5	1
2010/08/08	Google (South Africa)	feature article writing	0	0
2010/08/08	Google (South Africa)	Ghostwriting copywriting	1	1
2010/08/08	Google (South Africa)	Ghostwriting copywriting	2	1
2010/08/08	Google (South Africa)	Journalism copywriting	6	1
2010/08/08	Google (South Africa)	Journalism copywriting	10	1
2010/08/08	Google (South Africa)	Journalism copywriting	17	2
2010/08/08	Google (South Africa)	Journalism copywriting	18	2
2010/08/08	Google (South Africa)	script writing specialists	0	0
2010/08/08	Google (South Africa)	Scripts copywriting	1	1
2010/08/08	Google (South Africa)	Scripts copywriting	4	1
2010/08/08	Google (South Africa)	Scripts copywriting	5	1
2010/08/08	Google (South Africa)	online copywriting	11	2
2010/08/08	Google (South Africa)	online copywriting	12	2
2010/08/08	Google (South Africa)	SEO copywriting	1	1
2010/08/08	Google (South Africa)	SEO copywriting	2	1
2010/08/08	Google (South Africa)	search engine optimization copywriting	1	1
2010/08/08	Google (South Africa)	search engine optimization copywriting	2	1
2010/08/08	Google (South Africa)	website copywriting	1	1
2010/08/08	Google (South Africa)	website copywriting	2	1
2010/08/08	Google (South Africa)	Web copywriting	14	2
2010/08/08	Google (South Africa)	Internet copywriting	25	3
2010/08/08	Google (South Africa)	Web page copywriting	0	0
2010/08/08	Google (South Africa)	professional translator	0	0
2010/08/08	Google (South Africa)	translate your text	4	1
2010/08/08	Google (South Africa)	professional translation copywriting	2	1
2010/08/08	Google (South Africa)	professional translation copywriting	3	1
2010/08/08	Google (South Africa)	professional translation copywriting	4	1
2010/08/08	Google (South Africa)	professional translation copywriting	5	1
2010/08/08	Google (South Africa)	Translate English to Afrikaans	11	2
2010/08/08	Google (South Africa)	Translate English to Spanish	20	2
2010/08/08	Google (South Africa)	Translate English to French	0	0
2010/08/08	Google (South Africa)	Translate English to German	23	3

September	Engine	Keyword	Position	Page
2010/09/08	Google (South Africa)	copywriting	1	1
2010/09/08	Google (South Africa)	Translation-copywriters	1	1
2010/09/08	Google (South Africa)	Translation-copywriters	2	1
2010/09/08	Google (South Africa)	Translation-copywriters	3	1
2010/09/08	Google (South Africa)	Translation-copywriters	4	1
2010/09/08	Google (South Africa)	copywriting freelance	1	1
2010/09/08	Google (South Africa)	copywriting freelance	2	1
2010/09/08	Google (South Africa)	copywriting specialties	1	1
2010/09/08	Google (South Africa)	professional copywriting	5	1
2010/09/08	Google (South Africa)	professional copywriting	6	1
2010/09/08	Google (South Africa)	professional copywriting	13	2
2010/09/08	Google (South Africa)	professional copywriter	3	1
2010/09/08	Google (South Africa)	professional copywriter	4	1
2010/09/08	Google (South Africa)	professional copywriter	16	2
2010/09/08	Google (South Africa)	professional copywriter	25	3
2010/09/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans copywriting	4	1
2010/09/08	Google (South Africa)	writing Afrikaans copy	1	1
2010/09/08	Google (South Africa)	writing Afrikaans copy	23	3
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/09/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	10	1
2010/09/08	Google (South Africa)	Afrikaans advertising copywriting	11	2
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Advertorials copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Annual reports copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Company profiles copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Company profiles copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Datasheets copywriting	8	1
2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1

2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Newsletters copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Newsletters copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Sales letters copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Sales letters copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/09/08	Google (South Africa)	Strategic Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	Strategic Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans editing and proofreading	5	1
2010/09/08	Google (South Africa)	Afrikaans editing and proofreading	6	1
2010/09/08	Google (South Africa)	Afrikaans editing	1	1
2010/09/08	Google (South Africa)	Afrikaans editing	10	1
2010/09/08	Google (South Africa)	Afrikaans proofreading	5	1
2010/09/08	Google (South Africa)	Afrikaans proofreading	11	2
2010/09/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans media and other copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Case Studies copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Case Studies copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Case Studies copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Feature articles copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	22	3
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/09/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	3	1
2010/09/08	Google (South Africa)	Afrikaans Website copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	1	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	2	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	4	1
2010/09/08	Google (South Africa)	Afrikaans SEO copywriting	5	1
2010/09/08	Google (South Africa)	advertising copywriting	4	1
2010/09/08	Google (South Africa)	advertising copywriting	5	1

2010/09/08	Google (South Africa)	advertising copywriting	13	2
2010/09/08	Google (South Africa)	advertising copywriting	26	3
2010/09/08	Google (South Africa)	Advertorial copywriting	2	1
2010/09/08	Google (South Africa)	Advertorial copywriting	3	1
2010/09/08	Google (South Africa)	Advertorial copywriting	4	1
2010/09/08	Google (South Africa)	advertorial	0	0
2010/09/08	Google (South Africa)	advertising and editorial writing	0	0
2010/09/08	Google (South Africa)	Advertorial writing	0	0
2010/09/08	Google (South Africa)	journalism and advertising copywriting	7	1
2010/09/08	Google (South Africa)	journalism and advertising copywriting	8	1
2010/09/08	Google (South Africa)	journalism and advertising copywriting	10	1
2010/09/08	Google (South Africa)	journalism and advertising copywriting	21	3
2010/09/08	Google (South Africa)	advertising copy	14	2
2010/09/08	Google (South Africa)	Ad jingles	25	3
2010/09/08	Google (South Africa)	advertising jingles	0	0
2010/09/08	Google (South Africa)	writing advertising jingles	23	3
2010/09/08	Google (South Africa)	writing advertising jingles	30	3
2010/09/08	Google (South Africa)	jingle writing	0	0
2010/09/08	Google (South Africa)	commercial jingle	0	0
2010/09/08	Google (South Africa)	outdoor advertising copywriters	1	1
2010/09/08	Google (South Africa)	outdoor advertising copywriters	2	1
2010/09/08	Google (South Africa)	Billboard advertising copywriting	1	1
2010/09/08	Google (South Africa)	poster advertising copywriters	1	1
2010/09/08	Google (South Africa)	poster advertising copywriters	2	1
2010/09/08	Google (South Africa)	advertising copywriters	1	1
2010/09/08	Google (South Africa)	advertising copywriters	2	1
2010/09/08	Google (South Africa)	advertising copywriters	15	2
2010/09/08	Google (South Africa)	Bus advertising copywriting	1	1
2010/09/08	Google (South Africa)	Car advertising copywriting	1	1
2010/09/08	Google (South Africa)	professional brochure copywriting	1	1
2010/09/08	Google (South Africa)	professional brochure copywriting	2	1
2010/09/08	Google (South Africa)	professional pamphlet copywriting	1	1
2010/09/08	Google (South Africa)	professional pamphlet copywriting	2	1
2010/09/08	Google (South Africa)	professional pamphlet copywriting	4	1
2010/09/08	Google (South Africa)	leaflet copywriting	1	1
2010/09/08	Google (South Africa)	leaflet copywriting	2	1
2010/09/08	Google (South Africa)	brochure design copywriting	1	1
2010/09/08	Google (South Africa)	brochure design copywriting	2	1
2010/09/08	Google (South Africa)	brochure layout design	10	1
2010/09/08	Google (South Africa)	brochure layout design	30	3
2010/09/08	Google (South Africa)	business brochures	0	0
2010/09/08	Google (South Africa)	Brochure templates	2	1
2010/09/08	Google (South Africa)	Brochure templates	16	2
2010/09/08	Google (South Africa)	brochure copy	5	1
2010/09/08	Google (South Africa)	brochure copy	27	3
2010/09/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/09/08	Google (South Africa)	Pamphlet design copywriting	2	1
2010/09/08	Google (South Africa)	Flyers and leaflet copywriting	1	1
2010/09/08	Google (South Africa)	Flyers and leaflet copywriting	2	1
2010/09/08	Google (South Africa)	business copywriting	6	1
2010/09/08	Google (South Africa)	business copywriting	12	2
2010/09/08	Google (South Africa)	business copywriting	13	2
2010/09/08	Google (South Africa)	business copywriting	14	2
2010/09/08	Google (South Africa)	quality business copywriting	4	1
2010/09/08	Google (South Africa)	quality business copywriting	5	1
2010/09/08	Google (South Africa)	quality business copywriting	6	1
2010/09/08	Google (South Africa)	Compelling business and marketing copywriting	4	1
2010/09/08	Google (South Africa)	Compelling business and marketing copywriting	5	1
2010/09/08	Google (South Africa)	Specialists in business copywriting	2	1
2010/09/08	Google (South Africa)	Specialists in business copywriting	3	1

2010/09/08	Google (South Africa)	Specialists in business copywriting	8	1
2010/09/08	Google (South Africa)	write professional annual reports	0	0
2010/09/08	Google (South Africa)	annual report writing	0	0
2010/09/08	Google (South Africa)	high-end annual report writing	0	0
2010/09/08	Google (South Africa)	write company business profiles	0	0
2010/09/08	Google (South Africa)	professional brochure copywriter	1	1
2010/09/08	Google (South Africa)	professional brochure copywriter	2	1
2010/09/08	Google (South Africa)	professional brochure copywriter	12	2
2010/09/08	Google (South Africa)	professional brochure copywriter	25	3
2010/09/08	Google (South Africa)	corporate brochures copywriting	1	1
2010/09/08	Google (South Africa)	corporate brochures copywriting	2	1
2010/09/08	Google (South Africa)	corporate brochures copywriting	5	1
2010/09/08	Google (South Africa)	corporate brochures copywriting	6	1
2010/09/08	Google (South Africa)	Writing professional datasheets	4	1
2010/09/08	Google (South Africa)	Writing professional datasheets	12	2
2010/09/08	Google (South Africa)	datasheets copywriting	1	1
2010/09/08	Google (South Africa)	datasheets copywriting	2	1
2010/09/08	Google (South Africa)	industry specific articles copywriting	1	1
2010/09/08	Google (South Africa)	industry specific articles copywriting	2	1
2010/09/08	Google (South Africa)	industry specific articles copywriting	3	1
2010/09/08	Google (South Africa)	industry specific articles copywriting	4	1
2010/09/08	Google (South Africa)	business communication copywriting	5	1
2010/09/08	Google (South Africa)	business communication copywriting	6	1
2010/09/08	Google (South Africa)	business communication copywriting	8	1
2010/09/08	Google (South Africa)	business communication copywriting	9	1
2010/09/08	Google (South Africa)	corporate communications copywriting	4	1
2010/09/08	Google (South Africa)	corporate communications copywriting	6	1
2010/09/08	Google (South Africa)	corporate communications copywriting	7	1
2010/09/08	Google (South Africa)	corporate communications copywriting	16	2
2010/09/08	Google (South Africa)	professional business communication copywriting	6	1
2010/09/08	Google (South Africa)	professional business communication copywriting	7	1
2010/09/08	Google (South Africa)	professional business communication copywriting	8	1
2010/09/08	Google (South Africa)	professional business communication copywriting	14	2
2010/09/08	Google (South Africa)	newsletter copywriting	1	1
2010/09/08	Google (South Africa)	newsletter copywriting	18	2
2010/09/08	Google (South Africa)	corporate newsletter copywriting	3	1
2010/09/08	Google (South Africa)	corporate newsletter copywriting	11	2
2010/09/08	Google (South Africa)	corporate newsletter copywriting	15	2
2010/09/08	Google (South Africa)	newsletter copywriting strategies	1	1
2010/09/08	Google (South Africa)	newsletter copywriting strategies	18	2
2010/09/08	Google (South Africa)	Presentation copywriting	4	1
2010/09/08	Google (South Africa)	Presentation copywriting	5	1
2010/09/08	Google (South Africa)	corporate presentation copywriting	5	1
2010/09/08	Google (South Africa)	corporate presentation copywriting	11	2
2010/09/08	Google (South Africa)	product description copywriting	3	1
2010/09/08	Google (South Africa)	product description copywriting	4	1
2010/09/08	Google (South Africa)	write product descriptions	2	1
2010/09/08	Google (South Africa)	sales letter writing	0	0
2010/09/08	Google (South Africa)	writing sales letters	0	0
2010/09/08	Google (South Africa)	sales letters copywriting	4	1
2010/09/08	Google (South Africa)	sales letters copywriting	5	1
2010/09/08	Google (South Africa)	strategic copywriting	1	1
2010/09/08	Google (South Africa)	strategic copywriting	2	1
2010/09/08	Google (South Africa)	strategic copywriting	3	1
2010/09/08	Google (South Africa)	strategic business copywriting	2	1
2010/09/08	Google (South Africa)	strategic business copywriting	3	1
2010/09/08	Google (South Africa)	strategic business copywriting	9	1
2010/09/08	Google (South Africa)	white papers copywriting	1	1
2010/09/08	Google (South Africa)	white papers copywriting	2	1
2010/09/08	Google (South Africa)	Business white paper copywriting	1	1

2010/09/08	Google (South Africa)	Business white paper copywriting	2	1
2010/09/08	Google (South Africa)	proofreading and editing	0	0
2010/09/08	Google (South Africa)	copy editing	0	0
2010/09/08	Google (South Africa)	professional editing	0	0
2010/09/08	Google (South Africa)	Technical editing	0	0
2010/09/08	Google (South Africa)	Grammar editing	0	0
2010/09/08	Google (South Africa)	proofreading	0	0
2010/09/08	Google (South Africa)	media writing	0	0
2010/09/08	Google (South Africa)	media copywriter	8	1
2010/09/08	Google (South Africa)	media copywriter	15	2
2010/09/08	Google (South Africa)	Informative media writing	0	0
2010/09/08	Google (South Africa)	Educational media writing	11	2
2010/09/08	Google (South Africa)	Persuasive media writing	0	0
2010/09/08	Google (South Africa)	Entertainment media writing	0	0
2010/09/08	Google (South Africa)	Case studies copywriting	1	1
2010/09/08	Google (South Africa)	Case studies copywriting	2	1
2010/09/08	Google (South Africa)	Case studies copywriting	3	1
2010/09/08	Google (South Africa)	business Case study copywriting	1	1
2010/09/08	Google (South Africa)	business Case study copywriting	2	1
2010/09/08	Google (South Africa)	business Case study copywriting	4	1
2010/09/08	Google (South Africa)	business Case study copywriting	5	1
2010/09/08	Google (South Africa)	Feature articles copywriting	2	1
2010/09/08	Google (South Africa)	Feature articles copywriting	3	1
2010/09/08	Google (South Africa)	Feature articles copywriting	4	1
2010/09/08	Google (South Africa)	Feature articles copywriting	5	1
2010/09/08	Google (South Africa)	feature article writing	0	0
2010/09/08	Google (South Africa)	Ghostwriting copywriting	1	1
2010/09/08	Google (South Africa)	Ghostwriting copywriting	2	1
2010/09/08	Google (South Africa)	Journalism copywriting	4	1
2010/09/08	Google (South Africa)	Journalism copywriting	9	1
2010/09/08	Google (South Africa)	Journalism copywriting	15	2
2010/09/08	Google (South Africa)	script writing specialists	0	0
2010/09/08	Google (South Africa)	Scripts copywriting	2	1
2010/09/08	Google (South Africa)	Scripts copywriting	3	1
2010/09/08	Google (South Africa)	Scripts copywriting	4	1
2010/09/08	Google (South Africa)	online copywriting	12	2
2010/09/08	Google (South Africa)	online copywriting	13	2
2010/09/08	Google (South Africa)	online copywriting	22	3
2010/09/08	Google (South Africa)	SEO copywriting	1	1
2010/09/08	Google (South Africa)	SEO copywriting	2	1
2010/09/08	Google (South Africa)	SEO copywriting	19	2
2010/09/08	Google (South Africa)	search engine optimization copywriting	1	1
2010/09/08	Google (South Africa)	search engine optimization copywriting	2	1
2010/09/08	Google (South Africa)	website copywriting	1	1
2010/09/08	Google (South Africa)	website copywriting	2	1
2010/09/08	Google (South Africa)	Web copywriting	15	2
2010/09/08	Google (South Africa)	Internet copywriting	19	2
2010/09/08	Google (South Africa)	Web page copywriting	0	0
2010/09/08	Google (South Africa)	professional translator	0	0
2010/09/08	Google (South Africa)	translate your text	4	1
2010/09/08	Google (South Africa)	professional translation copywriting	1	1
2010/09/08	Google (South Africa)	professional translation copywriting	2	1
2010/09/08	Google (South Africa)	professional translation copywriting	5	1
2010/09/08	Google (South Africa)	professional translation copywriting	6	1
2010/09/08	Google (South Africa)	Translate English to Afrikaans	11	2
2010/09/08	Google (South Africa)	Translate English to Spanish	17	2
2010/09/08	Google (South Africa)	Translate English to French	0	0
2010/09/08	Google (South Africa)	Translate English to German	16	2

October	Engine	Keyword	Position	Page
2010/10/08	Google (South Africa)	copywriting	1	1
2010/10/08	Google (South Africa)	Translation-copywriters	1	1
2010/10/08	Google (South Africa)	Translation-copywriters	2	1
2010/10/08	Google (South Africa)	Translation-copywriters	3	1
2010/10/08	Google (South Africa)	Translation-copywriters	4	1
2010/10/08	Google (South Africa)	copywriting freelance	1	1
2010/10/08	Google (South Africa)	copywriting freelance	2	1
2010/10/08	Google (South Africa)	copywriting freelance	25	3
2010/10/08	Google (South Africa)	copywriting specialties	1	1
2010/10/08	Google (South Africa)	professional copywriting	7	1
2010/10/08	Google (South Africa)	professional copywriting	10	1
2010/10/08	Google (South Africa)	professional copywriting	22	3
2010/10/08	Google (South Africa)	professional copywriter	8	1
2010/10/08	Google (South Africa)	professional copywriter	12	2
2010/10/08	Google (South Africa)	professional copywriter	16	2
2010/10/08	Google (South Africa)	professional copywriter	30	3
2010/10/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans copywriting	5	1
2010/10/08	Google (South Africa)	writing Afrikaans copy	1	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/10/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	8	1
2010/10/08	Google (South Africa)	Afrikaans advertising copywriting	9	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Advertorials copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Annual reports copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Company profiles copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Company profiles copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Datasheets copywriting	5	1
2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1

2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Newsletters copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Newsletters copywriting	6	1
2010/10/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Sales letters copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Sales letters copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/10/08	Google (South Africa)	Strategic Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	Strategic Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans editing and proofreading	3	1
2010/10/08	Google (South Africa)	Afrikaans editing and proofreading	6	1
2010/10/08	Google (South Africa)	Afrikaans editing	1	1
2010/10/08	Google (South Africa)	Afrikaans editing	18	2
2010/10/08	Google (South Africa)	Afrikaans proofreading	5	1
2010/10/08	Google (South Africa)	Afrikaans proofreading	9	1
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	5	1
2010/10/08	Google (South Africa)	Afrikaans media and other copywriting	11	2
2010/10/08	Google (South Africa)	Afrikaans Case Studies copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Case Studies copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Case Studies copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Feature articles copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	19	2
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Scripts copywriting	5	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/10/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans Website copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	3	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	4	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	8	1
2010/10/08	Google (South Africa)	Afrikaans SEO copywriting	15	2
2010/10/08	Google (South Africa)	advertising copywriting	2	1

2010/10/08	Google (South Africa)	advertising copywriting	3	1
2010/10/08	Google (South Africa)	advertising copywriting	8	1
2010/10/08	Google (South Africa)	advertising copywriting	16	2
2010/10/08	Google (South Africa)	Advertorial copywriting	1	1
2010/10/08	Google (South Africa)	Advertorial copywriting	2	1
2010/10/08	Google (South Africa)	Advertorial copywriting	8	1
2010/10/08	Google (South Africa)	Advertorial copywriting	20	2
2010/10/08	Google (South Africa)	advertorial	4	1
2010/10/08	Google (South Africa)	advertising and editorial writing	1	1
2010/10/08	Google (South Africa)	Advertorial writing	1	1
2010/10/08	Google (South Africa)	Advertorial writing	13	2
2010/10/08	Google (South Africa)	journalism and advertising copywriting	1	1
2010/10/08	Google (South Africa)	journalism and advertising copywriting	10	1
2010/10/08	Google (South Africa)	journalism and advertising copywriting	12	2
2010/10/08	Google (South Africa)	journalism and advertising copywriting	19	2
2010/10/08	Google (South Africa)	advertising copy	12	2
2010/10/08	Google (South Africa)	advertising copy	15	2
2010/10/08	Google (South Africa)	Ad jingles	3	1
2010/10/08	Google (South Africa)	Ad jingles	29	3
2010/10/08	Google (South Africa)	advertising jingles	8	1
2010/10/08	Google (South Africa)	writing advertising jingles	4	1
2010/10/08	Google (South Africa)	writing advertising jingles	18	2
2010/10/08	Google (South Africa)	writing advertising jingles	29	3
2010/10/08	Google (South Africa)	jingle writing	0	0
2010/10/08	Google (South Africa)	commercial jingle	0	0
2010/10/08	Google (South Africa)	outdoor advertising copywriters	1	1
2010/10/08	Google (South Africa)	outdoor advertising copywriters	2	1
2010/10/08	Google (South Africa)	Billboard advertising copywriting	1	1
2010/10/08	Google (South Africa)	Billboard advertising copywriting	2	1
2010/10/08	Google (South Africa)	poster advertising copywriters	1	1
2010/10/08	Google (South Africa)	advertising copywriters	1	1
2010/10/08	Google (South Africa)	advertising copywriters	2	1
2010/10/08	Google (South Africa)	advertising copywriters	5	1
2010/10/08	Google (South Africa)	advertising copywriters	6	1
2010/10/08	Google (South Africa)	Bus advertising copywriting	1	1
2010/10/08	Google (South Africa)	Car advertising copywriting	1	1
2010/10/08	Google (South Africa)	professional brochure copywriting	1	1
2010/10/08	Google (South Africa)	professional brochure copywriting	2	1
2010/10/08	Google (South Africa)	professional brochure copywriting	16	2
2010/10/08	Google (South Africa)	professional pamphlet copywriting	1	1
2010/10/08	Google (South Africa)	professional pamphlet copywriting	2	1
2010/10/08	Google (South Africa)	leaflet copywriting	1	1
2010/10/08	Google (South Africa)	leaflet copywriting	2	1
2010/10/08	Google (South Africa)	brochure design copywriting	1	1
2010/10/08	Google (South Africa)	brochure design copywriting	2	1
2010/10/08	Google (South Africa)	brochure layout design	4	1
2010/10/08	Google (South Africa)	brochure layout design	16	2
2010/10/08	Google (South Africa)	business brochures	0	0
2010/10/08	Google (South Africa)	Brochure templates	2	1
2010/10/08	Google (South Africa)	Brochure templates	3	1
2010/10/08	Google (South Africa)	brochure copy	6	1
2010/10/08	Google (South Africa)	brochure copy	15	2
2010/10/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/10/08	Google (South Africa)	Pamphlet design copywriting	2	1
2010/10/08	Google (South Africa)	Flyers and leaflet copywriting	1	1
2010/10/08	Google (South Africa)	Flyers and leaflet copywriting	2	1
2010/10/08	Google (South Africa)	business copywriting	2	1
2010/10/08	Google (South Africa)	business copywriting	17	2
2010/10/08	Google (South Africa)	business copywriting	18	2
2010/10/08	Google (South Africa)	business copywriting	27	3

2010/10/08	Google (South Africa)	quality business copywriting	4	1
2010/10/08	Google (South Africa)	quality business copywriting	7	1
2010/10/08	Google (South Africa)	quality business copywriting	11	2
2010/10/08	Google (South Africa)	Compelling business and marketing copywriting	3	1
2010/10/08	Google (South Africa)	Compelling business and marketing copywriting	4	1
2010/10/08	Google (South Africa)	Specialists in business copywriting	3	1
2010/10/08	Google (South Africa)	Specialists in business copywriting	11	2
2010/10/08	Google (South Africa)	write professional annual reports	9	1
2010/10/08	Google (South Africa)	annual report writing	0	0
2010/10/08	Google (South Africa)	high-end annual report writing	0	0
2010/10/08	Google (South Africa)	write company business profiles	0	0
2010/10/08	Google (South Africa)	professional brochure copywriter	1	1
2010/10/08	Google (South Africa)	professional brochure copywriter	2	1
2010/10/08	Google (South Africa)	professional brochure copywriter	10	1
2010/10/08	Google (South Africa)	corporate brochures copywriting	1	1
2010/10/08	Google (South Africa)	corporate brochures copywriting	2	1
2010/10/08	Google (South Africa)	corporate brochures copywriting	5	1
2010/10/08	Google (South Africa)	corporate brochures copywriting	27	3
2010/10/08	Google (South Africa)	Writing professional datasheets	3	1
2010/10/08	Google (South Africa)	Writing professional datasheets	4	1
2010/10/08	Google (South Africa)	datasheets copywriting	1	1
2010/10/08	Google (South Africa)	datasheets copywriting	2	1
2010/10/08	Google (South Africa)	industry specific articles copywriting	1	1
2010/10/08	Google (South Africa)	industry specific articles copywriting	2	1
2010/10/08	Google (South Africa)	industry specific articles copywriting	8	1
2010/10/08	Google (South Africa)	business communication copywriting	1	1
2010/10/08	Google (South Africa)	business communication copywriting	2	1
2010/10/08	Google (South Africa)	business communication copywriting	14	2
2010/10/08	Google (South Africa)	business communication copywriting	15	2
2010/10/08	Google (South Africa)	corporate communications copywriting	7	1
2010/10/08	Google (South Africa)	corporate communications copywriting	10	1
2010/10/08	Google (South Africa)	corporate communications copywriting	12	2
2010/10/08	Google (South Africa)	professional business communication copywriting	4	1
2010/10/08	Google (South Africa)	professional business communication copywriting	5	1
2010/10/08	Google (South Africa)	professional business communication copywriting	12	2
2010/10/08	Google (South Africa)	newsletter copywriting	0	0
2010/10/08	Google (South Africa)	corporate newsletter copywriting	15	2
2010/10/08	Google (South Africa)	newsletter copywriting strategies	22	3
2010/10/08	Google (South Africa)	Presentation copywriting	1	1
2010/10/08	Google (South Africa)	Presentation copywriting	2	1
2010/10/08	Google (South Africa)	corporate presentation copywriting	1	1
2010/10/08	Google (South Africa)	corporate presentation copywriting	11	2
2010/10/08	Google (South Africa)	product description copywriting	1	1
2010/10/08	Google (South Africa)	product description copywriting	2	1
2010/10/08	Google (South Africa)	write product descriptions	4	1
2010/10/08	Google (South Africa)	sales letter writing	0	0
2010/10/08	Google (South Africa)	writing sales letters	0	0
2010/10/08	Google (South Africa)	sales letters copywriting	6	1
2010/10/08	Google (South Africa)	sales letters copywriting	11	2
2010/10/08	Google (South Africa)	strategic copywriting	1	1
2010/10/08	Google (South Africa)	strategic copywriting	2	1
2010/10/08	Google (South Africa)	strategic business copywriting	2	1
2010/10/08	Google (South Africa)	strategic business copywriting	3	1
2010/10/08	Google (South Africa)	white papers copywriting	1	1
2010/10/08	Google (South Africa)	white papers copywriting	2	1
2010/10/08	Google (South Africa)	Business white paper copywriting	1	1
2010/10/08	Google (South Africa)	Business white paper copywriting	2	1
2010/10/08	Google (South Africa)	proofreading and editing	0	0
2010/10/08	Google (South Africa)	copy editing	0	0
2010/10/08	Google (South Africa)	professional editing	0	0

2010/10/08	Google (South Africa)	Technical editing	0	0
2010/10/08	Google (South Africa)	Grammar editing	0	0
2010/10/08	Google (South Africa)	proofreading	0	0
2010/10/08	Google (South Africa)	media writing	0	0
2010/10/08	Google (South Africa)	media copywriter	0	0
2010/10/08	Google (South Africa)	Informative media writing	21	3
2010/10/08	Google (South Africa)	Educational media writing	0	0
2010/10/08	Google (South Africa)	Persuasive media writing	1	1
2010/10/08	Google (South Africa)	Entertainment media writing	0	0
2010/10/08	Google (South Africa)	Case studies copywriting	1	1
2010/10/08	Google (South Africa)	Case studies copywriting	2	1
2010/10/08	Google (South Africa)	Case studies copywriting	3	1
2010/10/08	Google (South Africa)	business Case study copywriting	1	1
2010/10/08	Google (South Africa)	business Case study copywriting	2	1
2010/10/08	Google (South Africa)	Feature articles copywriting	1	1
2010/10/08	Google (South Africa)	Feature articles copywriting	2	1
2010/10/08	Google (South Africa)	Feature articles copywriting	3	1
2010/10/08	Google (South Africa)	Feature articles copywriting	4	1
2010/10/08	Google (South Africa)	feature article writing	0	0
2010/10/08	Google (South Africa)	Ghostwriting copywriting	1	1
2010/10/08	Google (South Africa)	Journalism copywriting	2	1
2010/10/08	Google (South Africa)	Journalism copywriting	11	2
2010/10/08	Google (South Africa)	Journalism copywriting	12	2
2010/10/08	Google (South Africa)	Journalism copywriting	20	2
2010/10/08	Google (South Africa)	script writing specialists	0	0
2010/10/08	Google (South Africa)	Scripts copywriting	3	1
2010/10/08	Google (South Africa)	Scripts copywriting	4	1
2010/10/08	Google (South Africa)	Scripts copywriting	12	2
2010/10/08	Google (South Africa)	Scripts copywriting	13	2
2010/10/08	Google (South Africa)	online copywriting	9	1
2010/10/08	Google (South Africa)	online copywriting	15	2
2010/10/08	Google (South Africa)	online copywriting	21	3
2010/10/08	Google (South Africa)	SEO copywriting	1	1
2010/10/08	Google (South Africa)	SEO copywriting	2	1
2010/10/08	Google (South Africa)	SEO copywriting	16	2
2010/10/08	Google (South Africa)	search engine optimization copywriting	2	1
2010/10/08	Google (South Africa)	search engine optimization copywriting	3	1
2010/10/08	Google (South Africa)	website copywriting	1	1
2010/10/08	Google (South Africa)	website copywriting	2	1
2010/10/08	Google (South Africa)	website copywriting	22	3
2010/10/08	Google (South Africa)	Web copywriting	13	2
2010/10/08	Google (South Africa)	Internet copywriting	15	2
2010/10/08	Google (South Africa)	Internet copywriting	28	3
2010/10/08	Google (South Africa)	Web page copywriting	0	0
2010/10/08	Google (South Africa)	professional translator	0	0
2010/10/08	Google (South Africa)	translate your text	2	1
2010/10/08	Google (South Africa)	translate your text	3	1
2010/10/08	Google (South Africa)	professional translation copywriting	1	1
2010/10/08	Google (South Africa)	professional translation copywriting	2	1
2010/10/08	Google (South Africa)	professional translation copywriting	4	1
2010/10/08	Google (South Africa)	professional translation copywriting	5	1
2010/10/08	Google (South Africa)	Translate English to Afrikaans	7	1
2010/10/08	Google (South Africa)	Translate English to Afrikaans	14	2
2010/10/08	Google (South Africa)	Translate English to Spanish	10	1
2010/10/08	Google (South Africa)	Translate English to Spanish	20	2
2010/10/08	Google (South Africa)	Translate English to French	24	3
2010/10/08	Google (South Africa)	Translate English to German	7	1
2010/10/08	Google (South Africa)	Translate English to German	24	3

November	Engine	Keyword	Position	Page
2010/11/08	Google (South Africa)	copywriting	1	1
2010/11/08	Google (South Africa)	Translation-copywriters	1	1
2010/11/08	Google (South Africa)	Translation-copywriters	2	1
2010/11/08	Google (South Africa)	Translation-copywriters	3	1
2010/11/08	Google (South Africa)	Translation-copywriters	4	1
2010/11/08	Google (South Africa)	Translation-copywriters	5	1
2010/11/08	Google (South Africa)	Translation-copywriters	6	1
2010/11/08	Google (South Africa)	Translation-copywriters	7	1
2010/11/08	Google (South Africa)	copywriting freelance	1	1
2010/11/08	Google (South Africa)	copywriting freelance	2	1
2010/11/08	Google (South Africa)	copywriting freelance	15	2
2010/11/08	Google (South Africa)	copywriting freelance	18	2
2010/11/08	Google (South Africa)	copywriting specialties	1	1
2010/11/08	Google (South Africa)	professional copywriting	9	1
2010/11/08	Google (South Africa)	professional copywriting	11	2
2010/11/08	Google (South Africa)	professional copywriting	12	2
2010/11/08	Google (South Africa)	professional copywriter	4	1
2010/11/08	Google (South Africa)	professional copywriter	7	1
2010/11/08	Google (South Africa)	professional copywriter	14	2
2010/11/08	Google (South Africa)	Afrikaans copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	6	1
2010/11/08	Google (South Africa)	Afrikaans copywriting	22	3
2010/11/08	Google (South Africa)	writing Afrikaans copy	10	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	1	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	2	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	3	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	4	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	5	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	6	1
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	11	2
2010/11/08	Google (South Africa)	professional Afrikaans copywriting	28	3
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	6	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	7	1
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	17	2
2010/11/08	Google (South Africa)	Afrikaans advertising copywriting	25	3
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	6	1
2010/11/08	Google (South Africa)	Afrikaans Advertorials copywriting	16	2
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Outdoor ads copywriting	12	2
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Pamphlets and brochures copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	4	1

2010/11/08	Google (South Africa)	Afrikaans Press releases copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans business copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans business copywriting	27	3
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	14	2
2010/11/08	Google (South Africa)	Afrikaans Annual reports copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans Company profiles copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Company profiles copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Company profiles copywriting	21	3
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	11	2
2010/11/08	Google (South Africa)	Afrikaans Corporate brochures copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Datasheets copywriting	7	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	17	2
2010/11/08	Google (South Africa)	Afrikaans Internal communications copywriting	27	3
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Industry specific articles copywriting	16	2
2010/11/08	Google (South Africa)	Afrikaans Newsletters copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Newsletters copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Newsletters copywriting	27	3
2010/11/08	Google (South Africa)	Afrikaans Presentations copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Presentations copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Presentations copywriting	22	3
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Product descriptions copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Sales letters copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Sales letters copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Sales letters copywriting	13	2
2010/11/08	Google (South Africa)	Afrikaans Sales letters copywriting	14	2
2010/11/08	Google (South Africa)	Afrikaans White papers copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans White papers copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans White papers copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans White papers copywriting	11	2
2010/11/08	Google (South Africa)	Strategic Afrikaans copywriting	1	1
2010/11/08	Google (South Africa)	Strategic Afrikaans copywriting	13	2
2010/11/08	Google (South Africa)	Strategic Afrikaans copywriting	26	3
2010/11/08	Google (South Africa)	Afrikaans editing and proofreading	7	1

2010/11/08	Google (South Africa)	Afrikaans editing and proofreading	9	1
2010/11/08	Google (South Africa)	Afrikaans editing	21	3
2010/11/08	Google (South Africa)	Afrikaans proofreading	8	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	6	1
2010/11/08	Google (South Africa)	Afrikaans media and other copywriting	19	2
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	11	2
2010/11/08	Google (South Africa)	Afrikaans Case Studies copywriting	12	2
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	13	2
2010/11/08	Google (South Africa)	Afrikaans Feature articles copywriting	27	3
2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Ghostwriting copywriting	15	2
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	12	2
2010/11/08	Google (South Africa)	Afrikaans Journalism copywriting	21	3
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans Scripts copywriting	21	3
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	1	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	2	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	3	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	4	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	5	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	6	1
2010/11/08	Google (South Africa)	Online Afrikaans copywriting	23	3
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	1	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	2	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	7	1
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	12	2
2010/11/08	Google (South Africa)	Afrikaans Website copywriting	13	2
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	3	1
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	4	1
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	5	1
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	9	1
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	15	2
2010/11/08	Google (South Africa)	Afrikaans SEO copywriting	22	3
2010/11/08	Google (South Africa)	advertising copywriting	2	1
2010/11/08	Google (South Africa)	advertising copywriting	8	1
2010/11/08	Google (South Africa)	advertising copywriting	11	2
2010/11/08	Google (South Africa)	advertising copywriting	13	2
2010/11/08	Google (South Africa)	advertising copywriting	22	3
2010/11/08	Google (South Africa)	advertising copywriting	27	3
2010/11/08	Google (South Africa)	Advertorial copywriting	1	1
2010/11/08	Google (South Africa)	Advertorial copywriting	2	1
2010/11/08	Google (South Africa)	Advertorial copywriting	3	1

2010/11/08	Google (South Africa)	Advertorial copywriting	11	2
2010/11/08	Google (South Africa)	Advertorial copywriting	20	2
2010/11/08	Google (South Africa)	Advertorial copywriting	22	3
2010/11/08	Google (South Africa)	advertorial	4	1
2010/11/08	Google (South Africa)	advertising and editorial writing	1	1
2010/11/08	Google (South Africa)	Advertorial writing	1	1
2010/11/08	Google (South Africa)	journalism and advertising copywriting	1	1
2010/11/08	Google (South Africa)	journalism and advertising copywriting	11	2
2010/11/08	Google (South Africa)	journalism and advertising copywriting	19	2
2010/11/08	Google (South Africa)	journalism and advertising copywriting	24	3
2010/11/08	Google (South Africa)	advertising copy	11	2
2010/11/08	Google (South Africa)	advertising copy	18	2
2010/11/08	Google (South Africa)	Ad jingles	1	1
2010/11/08	Google (South Africa)	Ad jingles	29	3
2010/11/08	Google (South Africa)	advertising jingles	4	1
2010/11/08	Google (South Africa)	writing advertising jingles	1	1
2010/11/08	Google (South Africa)	writing advertising jingles	13	2
2010/11/08	Google (South Africa)	jingle writing	2	1
2010/11/08	Google (South Africa)	commercial jingle	1	1
2010/11/08	Google (South Africa)	outdoor advertising copywriters	1	1
2010/11/08	Google (South Africa)	outdoor advertising copywriters	2	1
2010/11/08	Google (South Africa)	outdoor advertising copywriters	3	1
2010/11/08	Google (South Africa)	outdoor advertising copywriters	4	1
2010/11/08	Google (South Africa)	Billboard advertising copywriting	1	1
2010/11/08	Google (South Africa)	Billboard advertising copywriting	21	3
2010/11/08	Google (South Africa)	poster advertising copywriters	1	1
2010/11/08	Google (South Africa)	advertising copywriters	1	1
2010/11/08	Google (South Africa)	advertising copywriters	2	1
2010/11/08	Google (South Africa)	advertising copywriters	3	1
2010/11/08	Google (South Africa)	advertising copywriters	6	1
2010/11/08	Google (South Africa)	advertising copywriters	7	1
2010/11/08	Google (South Africa)	advertising copywriters	8	1
2010/11/08	Google (South Africa)	advertising copywriters	15	2
2010/11/08	Google (South Africa)	Bus advertising copywriting	1	1
2010/11/08	Google (South Africa)	Car advertising copywriting	1	1
2010/11/08	Google (South Africa)	professional brochure copywriting	1	1
2010/11/08	Google (South Africa)	professional brochure copywriting	2	1
2010/11/08	Google (South Africa)	professional brochure copywriting	3	1
2010/11/08	Google (South Africa)	professional brochure copywriting	18	2
2010/11/08	Google (South Africa)	professional pamphlet copywriting	1	1
2010/11/08	Google (South Africa)	professional pamphlet copywriting	2	1
2010/11/08	Google (South Africa)	professional pamphlet copywriting	3	1
2010/11/08	Google (South Africa)	professional pamphlet copywriting	18	2
2010/11/08	Google (South Africa)	leaflet copywriting	1	1
2010/11/08	Google (South Africa)	leaflet copywriting	2	1
2010/11/08	Google (South Africa)	leaflet copywriting	3	1
2010/11/08	Google (South Africa)	leaflet copywriting	20	2
2010/11/08	Google (South Africa)	brochure design copywriting	1	1
2010/11/08	Google (South Africa)	brochure design copywriting	2	1
2010/11/08	Google (South Africa)	brochure design copywriting	3	1
2010/11/08	Google (South Africa)	brochure layout design	2	1
2010/11/08	Google (South Africa)	brochure layout design	11	2
2010/11/08	Google (South Africa)	business brochures	0	0
2010/11/08	Google (South Africa)	Brochure templates	1	1
2010/11/08	Google (South Africa)	Brochure templates	2	1
2010/11/08	Google (South Africa)	Brochure templates	17	2
2010/11/08	Google (South Africa)	brochure copy	4	1
2010/11/08	Google (South Africa)	brochure copy	18	2
2010/11/08	Google (South Africa)	Pamphlet design copywriting	1	1
2010/11/08	Google (South Africa)	Pamphlet design copywriting	2	1

2010/11/08	Google (South Africa)	Pamphlet design copywriting	3	1
2010/11/08	Google (South Africa)	Flyers and leaflet copywriting	1	1
2010/11/08	Google (South Africa)	Flyers and leaflet copywriting	2	1
2010/11/08	Google (South Africa)	Flyers and leaflet copywriting	3	1
2010/11/08	Google (South Africa)	business copywriting	2	1
2010/11/08	Google (South Africa)	business copywriting	3	1
2010/11/08	Google (South Africa)	business copywriting	19	2
2010/11/08	Google (South Africa)	business copywriting	21	3
2010/11/08	Google (South Africa)	business copywriting	22	3
2010/11/08	Google (South Africa)	quality business copywriting	1	1
2010/11/08	Google (South Africa)	quality business copywriting	2	1
2010/11/08	Google (South Africa)	quality business copywriting	10	1
2010/11/08	Google (South Africa)	quality business copywriting	17	2
2010/11/08	Google (South Africa)	Compelling business and marketing copywriting	1	1
2010/11/08	Google (South Africa)	Compelling business and marketing copywriting	2	1
2010/11/08	Google (South Africa)	Compelling business and marketing copywriting	25	3
2010/11/08	Google (South Africa)	Specialists in business copywriting	9	1
2010/11/08	Google (South Africa)	Specialists in business copywriting	11	2
2010/11/08	Google (South Africa)	write professional annual reports	9	1
2010/11/08	Google (South Africa)	annual report writing	0	0
2010/11/08	Google (South Africa)	high-end annual report writing	0	0
2010/11/08	Google (South Africa)	write company business profiles	6	1
2010/11/08	Google (South Africa)	professional brochure copywriter	1	1
2010/11/08	Google (South Africa)	professional brochure copywriter	2	1
2010/11/08	Google (South Africa)	professional brochure copywriter	3	1
2010/11/08	Google (South Africa)	professional brochure copywriter	11	2
2010/11/08	Google (South Africa)	corporate brochures copywriting	1	1
2010/11/08	Google (South Africa)	corporate brochures copywriting	2	1
2010/11/08	Google (South Africa)	corporate brochures copywriting	3	1
2010/11/08	Google (South Africa)	corporate brochures copywriting	12	2
2010/11/08	Google (South Africa)	corporate brochures copywriting	27	3
2010/11/08	Google (South Africa)	corporate brochures copywriting	28	3
2010/11/08	Google (South Africa)	Writing professional datasheets	1	1
2010/11/08	Google (South Africa)	Writing professional datasheets	2	1
2010/11/08	Google (South Africa)	datasheets copywriting	1	1
2010/11/08	Google (South Africa)	datasheets copywriting	2	1
2010/11/08	Google (South Africa)	datasheets copywriting	3	1
2010/11/08	Google (South Africa)	datasheets copywriting	11	2
2010/11/08	Google (South Africa)	industry specific articles copywriting	1	1
2010/11/08	Google (South Africa)	industry specific articles copywriting	2	1
2010/11/08	Google (South Africa)	industry specific articles copywriting	3	1
2010/11/08	Google (South Africa)	industry specific articles copywriting	9	1
2010/11/08	Google (South Africa)	industry specific articles copywriting	13	2
2010/11/08	Google (South Africa)	business communication copywriting	1	1
2010/11/08	Google (South Africa)	business communication copywriting	2	1
2010/11/08	Google (South Africa)	business communication copywriting	22	3
2010/11/08	Google (South Africa)	corporate communications copywriting	5	1
2010/11/08	Google (South Africa)	corporate communications copywriting	11	2
2010/11/08	Google (South Africa)	corporate communications copywriting	12	2
2010/11/08	Google (South Africa)	professional business communication copywriting	1	1
2010/11/08	Google (South Africa)	professional business communication copywriting	2	1
2010/11/08	Google (South Africa)	professional business communication copywriting	14	2
2010/11/08	Google (South Africa)	newsletter copywriting	0	0
2010/11/08	Google (South Africa)	corporate newsletter copywriting	15	2
2010/11/08	Google (South Africa)	newsletter copywriting strategies	20	2
2010/11/08	Google (South Africa)	Presentation copywriting	1	1
2010/11/08	Google (South Africa)	Presentation copywriting	2	1
2010/11/08	Google (South Africa)	corporate presentation copywriting	1	1
2010/11/08	Google (South Africa)	corporate presentation copywriting	11	2
2010/11/08	Google (South Africa)	product description copywriting	1	1

2010/11/08	Google (South Africa)	product description copywriting	2	1
2010/11/08	Google (South Africa)	write product descriptions	1	1
2010/11/08	Google (South Africa)	write product descriptions	2	1
2010/11/08	Google (South Africa)	sales letter writing	13	2
2010/11/08	Google (South Africa)	writing sales letters	10	1
2010/11/08	Google (South Africa)	sales letters copywriting	1	1
2010/11/08	Google (South Africa)	sales letters copywriting	12	2
2010/11/08	Google (South Africa)	sales letters copywriting	27	3
2010/11/08	Google (South Africa)	strategic copywriting	2	1
2010/11/08	Google (South Africa)	strategic copywriting	3	1
2010/11/08	Google (South Africa)	strategic copywriting	4	1
2010/11/08	Google (South Africa)	strategic copywriting	19	2
2010/11/08	Google (South Africa)	strategic business copywriting	2	1
2010/11/08	Google (South Africa)	strategic business copywriting	3	1
2010/11/08	Google (South Africa)	strategic business copywriting	4	1
2010/11/08	Google (South Africa)	strategic business copywriting	19	2
2010/11/08	Google (South Africa)	white papers copywriting	1	1
2010/11/08	Google (South Africa)	white papers copywriting	2	1
2010/11/08	Google (South Africa)	white papers copywriting	3	1
2010/11/08	Google (South Africa)	white papers copywriting	12	2
2010/11/08	Google (South Africa)	white papers copywriting	21	3
2010/11/08	Google (South Africa)	Business white paper copywriting	1	1
2010/11/08	Google (South Africa)	Business white paper copywriting	2	1
2010/11/08	Google (South Africa)	Business white paper copywriting	11	2
2010/11/08	Google (South Africa)	Business white paper copywriting	21	3
2010/11/08	Google (South Africa)	proofreading and editing	27	3
2010/11/08	Google (South Africa)	copy editing	0	0
2010/11/08	Google (South Africa)	professional editing	0	0
2010/11/08	Google (South Africa)	Technical editing	0	0
2010/11/08	Google (South Africa)	Grammar editing	0	0
2010/11/08	Google (South Africa)	proofreading	0	0
2010/11/08	Google (South Africa)	media writing	0	0
2010/11/08	Google (South Africa)	media copywriter	29	3
2010/11/08	Google (South Africa)	Informative media writing	16	2
2010/11/08	Google (South Africa)	Educational media writing	0	0
2010/11/08	Google (South Africa)	Persuasive media writing	20	2
2010/11/08	Google (South Africa)	Entertainment media writing	0	0
2010/11/08	Google (South Africa)	Case studies copywriting	1	1
2010/11/08	Google (South Africa)	Case studies copywriting	2	1
2010/11/08	Google (South Africa)	Case studies copywriting	3	1
2010/11/08	Google (South Africa)	Case studies copywriting	30	3
2010/11/08	Google (South Africa)	business Case study copywriting	1	1
2010/11/08	Google (South Africa)	business Case study copywriting	2	1
2010/11/08	Google (South Africa)	Feature articles copywriting	1	1
2010/11/08	Google (South Africa)	Feature articles copywriting	2	1
2010/11/08	Google (South Africa)	Feature articles copywriting	3	1
2010/11/08	Google (South Africa)	Feature articles copywriting	4	1
2010/11/08	Google (South Africa)	Feature articles copywriting	15	2
2010/11/08	Google (South Africa)	feature article writing	0	0
2010/11/08	Google (South Africa)	Ghostwriting copywriting	14	2
2010/11/08	Google (South Africa)	Ghostwriting copywriting	28	3
2010/11/08	Google (South Africa)	Journalism copywriting	2	1
2010/11/08	Google (South Africa)	Journalism copywriting	3	1
2010/11/08	Google (South Africa)	Journalism copywriting	11	2
2010/11/08	Google (South Africa)	Journalism copywriting	22	3
2010/11/08	Google (South Africa)	script writing specialists	1	1
2010/11/08	Google (South Africa)	Scripts copywriting	1	1
2010/11/08	Google (South Africa)	Scripts copywriting	2	1
2010/11/08	Google (South Africa)	Scripts copywriting	15	2
2010/11/08	Google (South Africa)	Scripts copywriting	16	2

2010/11/08	Google (South Africa)	Scripts copywriting	23	3
2010/11/08	Google (South Africa)	online copywriting	10	1
2010/11/08	Google (South Africa)	online copywriting	18	2
2010/11/08	Google (South Africa)	SEO copywriting	1	1
2010/11/08	Google (South Africa)	SEO copywriting	2	1
2010/11/08	Google (South Africa)	search engine optimization copywriting	1	1
2010/11/08	Google (South Africa)	search engine optimization copywriting	2	1
2010/11/08	Google (South Africa)	search engine optimization copywriting	30	3
2010/11/08	Google (South Africa)	website copywriting	1	1
2010/11/08	Google (South Africa)	website copywriting	2	1
2010/11/08	Google (South Africa)	website copywriting	6	1
2010/11/08	Google (South Africa)	website copywriting	13	2
2010/11/08	Google (South Africa)	Web copywriting	24	3
2010/11/08	Google (South Africa)	Internet copywriting	10	1
2010/11/08	Google (South Africa)	Web page copywriting	0	0
2010/11/08	Google (South Africa)	professional translator	29	3
2010/11/08	Google (South Africa)	translate your text	2	1
2010/11/08	Google (South Africa)	translate your text	3	1
2010/11/08	Google (South Africa)	professional translation copywriting	1	1
2010/11/08	Google (South Africa)	professional translation copywriting	2	1
2010/11/08	Google (South Africa)	professional translation copywriting	3	1
2010/11/08	Google (South Africa)	professional translation copywriting	4	1
2010/11/08	Google (South Africa)	professional translation copywriting	5	1
2010/11/08	Google (South Africa)	professional translation copywriting	14	2
2010/11/08	Google (South Africa)	professional translation copywriting	20	2
2010/11/08	Google (South Africa)	Translate English to Afrikaans	8	1
2010/11/08	Google (South Africa)	Translate English to Afrikaans	13	2
2010/11/08	Google (South Africa)	Translate English to Spanish	11	2
2010/11/08	Google (South Africa)	Translate English to Spanish	12	2
2010/11/08	Google (South Africa)	Translate English to French	27	3
2010/11/08	Google (South Africa)	Translate English to German	7	1
2010/11/08	Google (South Africa)	Translate English to German	16	2

APPENDIX 2M

Journal Article 2 - Interview



Research & Advanced Studies

FACULTY OF INFORMATICS AND DESIGN

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This interview/experiment forms part of the research for a DTech degree at the Cape Peninsula University of Technology. The purpose of this interview/experiment is to obtain user feedback regarding website usability. The result of this interview/experiment will provide the researcher with some indication as to the obstacles that may impede your online interaction, experience and process.

The information obtained from this interview/experiment will be treated as confidential. Your involvement in this study is voluntary. Should you decide to participate, please answer the following questions as accurately as possible.

Thank you for your time.

Question 1

Indicate the estimated number of years you have been exposed to the Internet?

1. Less than 5 years
2. 5 years
3. more than 5 years but less than 8 years
4. 8 years
5. more than 8 years but less than 10 years
6. 10 years and more

Question 2

How often do you generally use the Internet?

1. At least once a day
2. Approximately once a week only
3. A few times a month
4. Approximately once a year only

Question 3

Have you recently used the Internet to do any of the following (You may tick more than one)?

- | | Yes | No | |
|----|--------------------------|--------------------------|--|
| 1. | <input type="checkbox"/> | <input type="checkbox"/> | Made use of Internet banking |
| 2. | <input type="checkbox"/> | <input type="checkbox"/> | Sign up for a newsletter online |
| 3. | <input type="checkbox"/> | <input type="checkbox"/> | Sign up for a webinar online |
| 4. | <input type="checkbox"/> | <input type="checkbox"/> | Register a user profile account online |
| 5. | <input type="checkbox"/> | <input type="checkbox"/> | Purchased any product or service over the Internet |
| 6. | <input type="checkbox"/> | <input type="checkbox"/> | Requested a quote online |

Consider the above 6 online interactions, or similar, for question 4 to question 9 below:

Question 4

Would the lack of security, trust and credibility on a website prevent you from completing the online process?

1. Yes
2. No

Question 5

Would the lack of client testimonials on a website prevent you from completing the online process?

1. Yes
2. No

Question 6

Would the lack of company information on a website prevent you from completing the online process?

1. Yes
2. No

Question 7

Would the lack of the company contact information on a website prevent you from completing the online process?

1. Yes
2. No

Question 8

Would the lack of a company feedback form on a website prevent you from completing the online process?

1. Yes
2. No

Question 9

Would excessive content on a single webpage negatively affect you in such a way that it could possibly impede and/or prevent you from completing the online process?

1. Yes
2. No

Please consider the control website, the experimental website and the experimental website 2 for the remaining questions:

Please take 10 minutes to view each of the three websites below. Follow the process to request a quote on each of the three websites.

Control website – <http://www.copywriters.co.za>

Experimental Website – <http://www.copywriters.co.za/ppc>

Experimental Website 2 – <http://www.translation-copywriters.co.za>

Question 10

If forced to choose one of the three websites for the purpose just used, which one of the three websites would be the preferred website?

1. Control website
2. Experimental website
3. Experimental website 2

Question 11

When considering the control website are there any changes you suggest, which would encourage you to complete the online process?

Question 12

When considering the experimental website are there any changes you would suggest, which would encourage you to complete the online process?

Question 13

When considering the experimental website 2 are there any changes you would suggest, which would encourage you to complete the online process?

Question 14

Are you in any way apprehensive to submit your personal details online?

1. Yes
2. No

If yes, why?

Question 15

Consider the Control website – <http://www.copywriters.co.za>:

Does the accessibility of the contact form:

A. affect the likelihood that you would click off to the contact form in order to complete the fields and submit the form?

- Yes
 No

B. affect the likelihood that you would submit your personal details online?

- Yes
 No

Question 16

Consider the Experimental Website – <http://www.copywriters.co.za/ppc/>:

Does the accessibility of the contact form:

A. affect the likelihood that you would complete the fields and submit the form?

- Yes
 No

B. affect the likelihood that you would submit your personal details online?

Yes

No

Question 17

Consider the Experimental Website 2 – <http://www.translation-copywriters.co.za>:

Does the accessibility of the contact form:

A. affect the likelihood that you would click off to the contact form in order to complete the fields and submit the form?

Yes

No

B. affect the likelihood that you would submit your personal details online?

Yes

No

APPENDIX 2N

Journal Article 2 – Position and Page statistics for Copywriters and Translation-copywriters over 4 months

Summary - August

Case Summaries								
Position								
Month	GL	WebPage	N	Mean	Std. Deviation	Std. Error of Mean	Minimum	Maximum
8	Global	CW	393	24.53	11.682	.589	1	31
		TCW	418	23.41	12.128	.593	1	31
		Total	811	23.95	11.920	.419	1	31
	Local	CW	119	11.41	11.744	1.077	1	31
		TCW	201	8.34	10.430	.736	1	31
		Total	320	9.48	11.019	.616	1	31
	Total	CW	512	21.48	12.935	.572	1	31
		TCW	619	18.52	13.576	.546	1	31
		Total	1131	19.86	13.365	.397	1	31
Total	Global	CW	393	24.53	11.682	.589	1	31
		TCW	418	23.41	12.128	.593	1	31
		Total	811	23.95	11.920	.419	1	31
	Local	CW	119	11.41	11.744	1.077	1	31
		TCW	201	8.34	10.430	.736	1	31
		Total	320	9.48	11.019	.616	1	31
	Total	CW	512	21.48	12.935	.572	1	31
		TCW	619	18.52	13.576	.546	1	31
		Total	1131	19.86	13.365	.397	1	31

Univariate Analysis of Variance

Determining if the Webpage where the search was directed to has a significant effect on the position (rank) - August

Between-Subjects Factors			
		Value Label	N
WebPage	1	CW	512
	2	TCW	619

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2460.989 ^a	1	2460.989	13.935	.000
Intercept	448293.264	1	448293.264	2538.327	.000
WebPage	2460.989	1	2460.989	13.935	.000
Error	199392.377	1129	176.610		
Total	647876.000	1131			
Corrected Total	201853.365	1130			
a. R Squared = .012 (Adjusted R Squared = .011)					

Summary - September

Case Summaries								
Position								
Month	GL	WebPage	N	Mean	Std. Deviation	Std. Error of Mean	Minimum	Maximum
9	Global	CW	399	24.44	11.632	.582	1	31
		TCW	419	23.11	12.704	.621	1	31
		Total	818	23.76	12.203	.427	1	31
	Local	CW	126	11.47	11.574	1.031	1	31
		TCW	199	8.53	10.747	.762	1	31
		Total	325	9.67	11.150	.618	1	31
	Total	CW	525	21.33	12.864	.561	1	31
		TCW	618	18.42	13.889	.559	1	31
		Total	1143	19.75	13.500	.399	1	31
Total	Global	CW	399	24.44	11.632	.582	1	31
		TCW	419	23.11	12.704	.621	1	31
		Total	818	23.76	12.203	.427	1	31
	Local	CW	126	11.47	11.574	1.031	1	31
		TCW	199	8.53	10.747	.762	1	31
		Total	325	9.67	11.150	.618	1	31
	Total	CW	525	21.33	12.864	.561	1	31
		TCW	618	18.42	13.889	.559	1	31
		Total	1143	19.75	13.500	.399	1	31

Univariate Analysis of Variance

Determining if the Webpage where the search was directed to has a significant effect on the position (rank) - September

Between-Subjects Factors			
		Value Label	N
WebPage	1	CW	525
	2	TCW	618

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2406.651 ^a	1	2406.651	13.347	.000
Intercept	448366.606	1	448366.606	2486.666	.000
WebPage	2406.651	1	2406.651	13.347	.000
Error	205731.774	1141	180.308		
Total	654128.000	1143			
Corrected Total	208138.425	1142			
a. R Squared = .012 (Adjusted R Squared = .011)					

Summary - October

Case Summaries								
Position								
Month	GL	WebPage	N	Mean	Std. Deviation	Std. Error of Mean	Minimum	Maximum
10	Global	CW	382	24.27	11.479	.587	1	31
		TCW	451	21.03	13.424	.632	1	31
		Total	833	22.51	12.666	.439	1	31
	Local	CW	113	11.90	11.239	1.057	1	31
		TCW	206	7.82	10.148	.707	1	31
		Total	319	9.26	10.710	.600	1	31
	Total	CW	495	21.44	12.540	.564	1	31
		TCW	657	16.88	13.907	.543	1	31
		Total	1152	18.84	13.521	.398	1	31
Total	Global	CW	382	24.27	11.479	.587	1	31
		TCW	451	21.03	13.424	.632	1	31
		Total	833	22.51	12.666	.439	1	31
	Local	CW	113	11.90	11.239	1.057	1	31
		TCW	206	7.82	10.148	.707	1	31
		Total	319	9.26	10.710	.600	1	31
	Total	CW	495	21.44	12.540	.564	1	31
		TCW	657	16.88	13.907	.543	1	31
		Total	1152	18.84	13.521	.398	1	31

Univariate Analysis of Variance

Determining if the Webpage where the search was directed to has a significant effect on the position (rank) - October

Between-Subjects Factors			
		Value Label	N
WebPage	1	CW	495
	2	TCW	657

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5870.444 ^a	1	5870.444	33.002	.000
Intercept	414732.232	1	414732.232	2331.489	.000
WebPage	5870.444	1	5870.444	33.002	.000
Error	204565.431	1150	177.883		
Total	619496.000	1152			
Corrected Total	210435.875	1151			
a. R Squared = .028 (Adjusted R Squared = .027)					

Summary - November

Case Summaries								
Position								
Month	GL	WebPage	N	Mean	Std. Deviation	Std. Error of Mean	Minimum	Maximum
11	Global	CW	354	23.37	11.990	.637	1	31
		TCW	498	18.55	13.320	.597	1	31
		Total	852	20.55	12.996	.445	1	31
	Local	CW	118	10.91	10.340	.952	1	31
		TCW	284	8.85	9.423	.559	1	31
		Total	402	9.45	9.734	.485	1	31
	Total	CW	472	20.25	12.786	.589	1	31
		TCW	782	15.03	12.919	.462	1	31
		Total	1254	17.00	13.111	.370	1	31
Total	Global	CW	354	23.37	11.990	.637	1	31
		TCW	498	18.55	13.320	.597	1	31
		Total	852	20.55	12.996	.445	1	31
	Local	CW	118	10.91	10.340	.952	1	31
		TCW	284	8.85	9.423	.559	1	31
		Total	402	9.45	9.734	.485	1	31
	Total	CW	472	20.25	12.786	.589	1	31
		TCW	782	15.03	12.919	.462	1	31
		Total	1254	17.00	13.111	.370	1	31

Univariate Analysis of Variance

Determining if the Webpage where the search was directed to has a significant effect on the position (rank) - November

Between-Subjects Factors			
		Value Label	N
WebPage	1	CW	472
	2	TCW	782

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	8028.650 ^a	1	8028.650	48.479	.000
Intercept	366392.053	1	366392.053	2212.362	.000
WebPage	8028.650	1	8028.650	48.479	.000
Error	207345.321	1252	165.611		
Total	577576.000	1254			
Corrected Total	215373.971	1253			
a. R Squared = .037 (Adjusted R Squared = .037)					

Univariate Analysis of Variance

Determining whether the Webpage where the search was directed to and the direction from which the search originated (Global/Local) has a significant effect on the position (rank) - August

Between-Subjects Factors			
		Value Label	N
GL	1	Global	811
	2	Local	320
WebPage	1	CW	512
	2	TCW	619

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	48986.269 ^a	3	16328.756	120.382	.000
Intercept	250194.193	1	250194.193	1844.536	.000
GL	43367.899	1	43367.899	319.726	.000
WebPage	957.929	1	957.929	7.062	.008
GL * WebPage	207.253	1	207.253	1.528	.217
Error	152867.096	1127	135.641		
Total	647876.000	1131			
Corrected Total	201853.365	1130			

a. R Squared = .243 (Adjusted R Squared = .241)

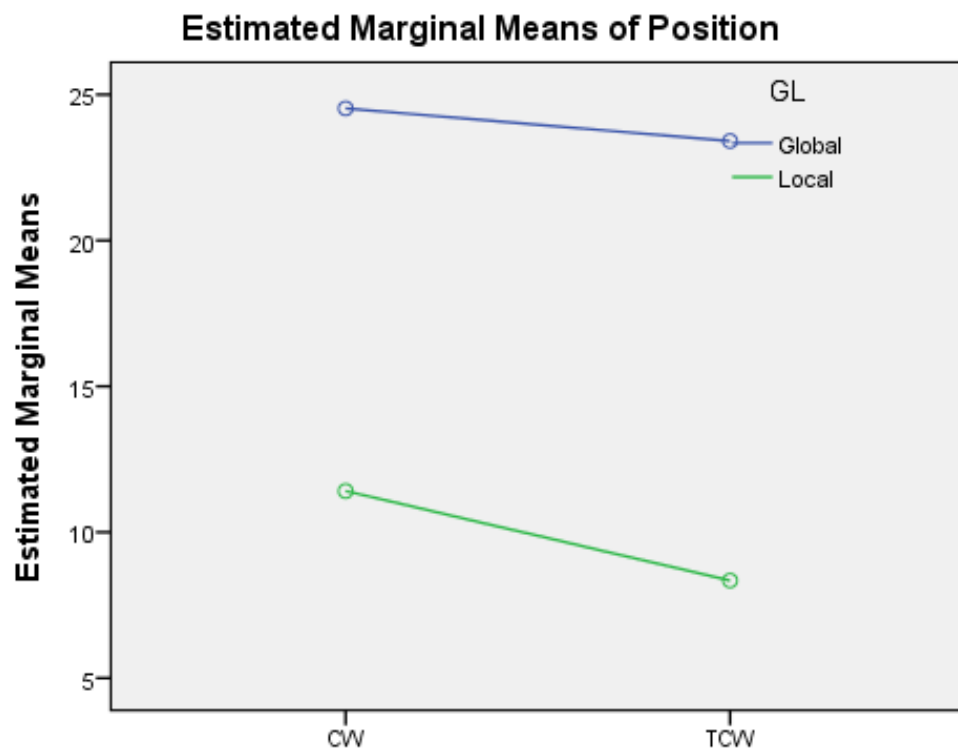
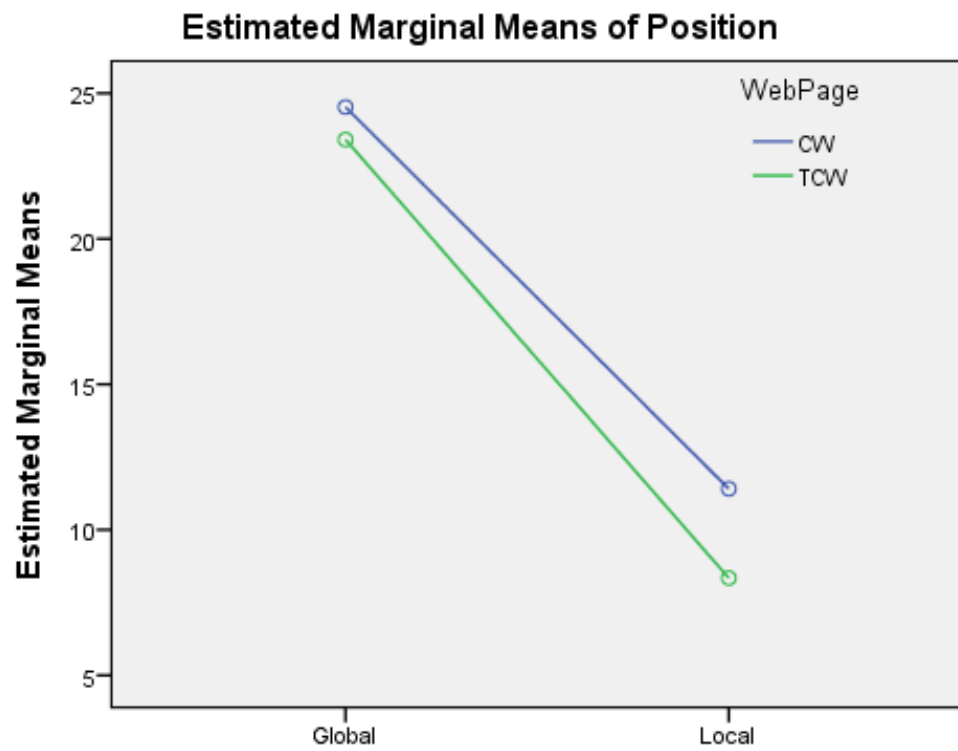
Estimated Marginal Means

1. Grand Mean			
Dependent Variable: Position			
Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
16.923	.394	16.150	17.696

2. GL				
Dependent Variable:Position				
GL	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Global	23.969	.409	23.166	24.772
Local	9.878	.674	8.556	11.199

3. WebPage				
Dependent Variable:Position				
WebPage	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
CW	17.971	.609	16.775	19.166
TCW	15.876	.500	14.895	16.857

4. GL * WebPage					
Dependent Variable:Position					
GL	WebPage	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Global	CW	24.529	.587	23.377	25.682
	TCW	23.409	.570	22.291	24.527
Local	CW	11.412	1.068	9.317	13.507
	TCW	8.343	.821	6.731	9.955



Univariate Analysis of Variance

Determining whether the Webpage where the search was directed to and the direction from which the search originated (Global/Local) has a significant effect on the position (rank) - September

Between-Subjects Factors			
		Value Label	N
GL	1	Global	818
	2	Local	325
WebPage	1	CW	525
	2	TCW	618

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	47221.360 ^a	3	15740.453	111.414	.000
Intercept	255559.171	1	255559.171	1808.894	.000
GL	42533.136	1	42533.136	301.057	.000
WebPage	1020.975	1	1020.975	7.227	.007
GL * WebPage	145.483	1	145.483	1.030	.310
Error	160917.065	1139	141.279		
Total	654128.000	1143			
Corrected Total	208138.425	1142			

a. R Squared = .227 (Adjusted R Squared = .225)

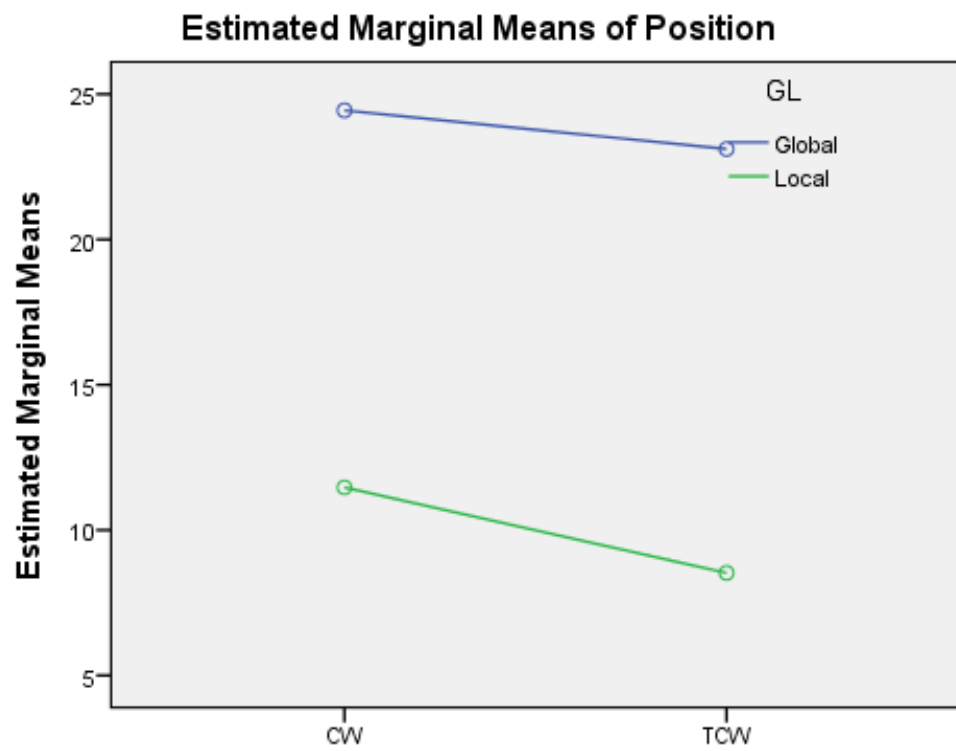
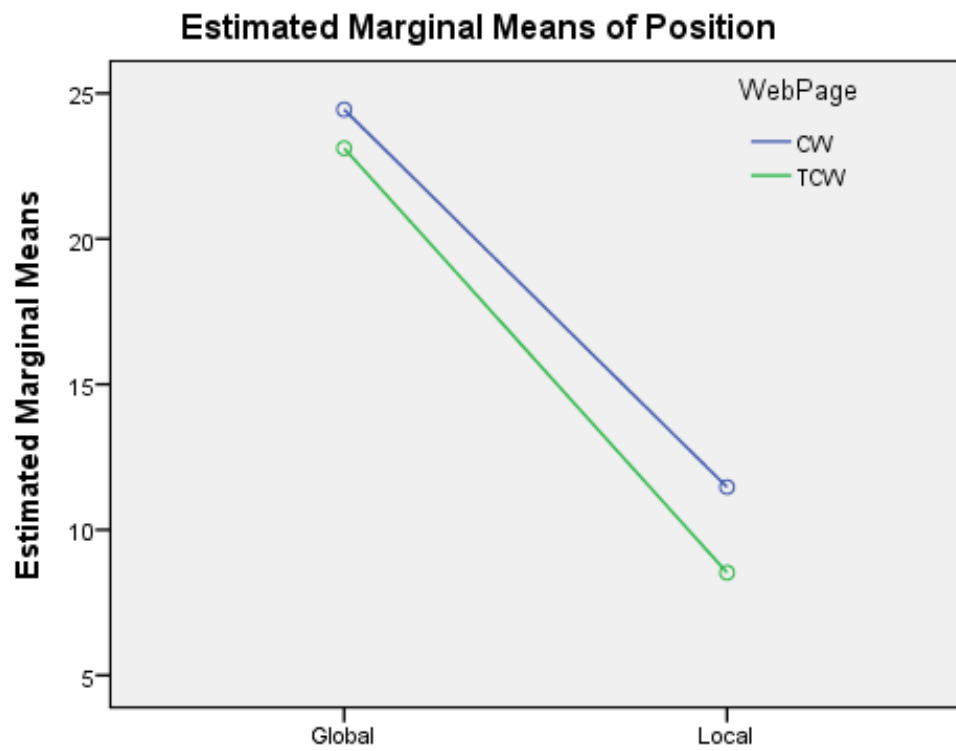
Estimated Marginal Means

1. Grand Mean			
Dependent Variable: Position			
Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
16.887	.397	16.108	17.666

2. GL				
Dependent Variable:Position				
GL	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Global	23.777	.416	22.961	24.592
Local	9.998	.677	8.670	11.325

3. WebPage				
Dependent Variable:Position				
WebPage	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
CW	17.955	.607	16.763	19.146
TCW	15.820	.512	14.816	16.824

4. GL * WebPage					
Dependent Variable:Position					
GL	WebPage	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Global	CW	24.441	.595	23.274	25.609
	TCW	23.112	.581	21.973	24.251
Local	CW	11.468	1.059	9.391	13.546
	TCW	8.528	.843	6.874	10.181



Univariate Analysis of Variance

Determining whether the Webpage where the search was directed to and the direction from which the search originated (Global/Local) has a significant effect on the position (rank) - October

Between-Subjects Factors			
		Value Label	N
GL	1	Global	833
	2	Local	319
WebPage	1	CW	495
	2	TCW	657

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	43882.510 ^a	3	14627.503	100.823	.000
Intercept	227980.506	1	227980.506	1571.398	.000
GL	35282.488	1	35282.488	243.191	.000
WebPage	2896.198	1	2896.198	19.963	.000
GL * WebPage	38.671	1	38.671	.267	.606
Error	166553.365	1148	145.081		
Total	619496.000	1152			
Corrected Total	210435.875	1151			

a. R Squared = .209 (Adjusted R Squared = .206)

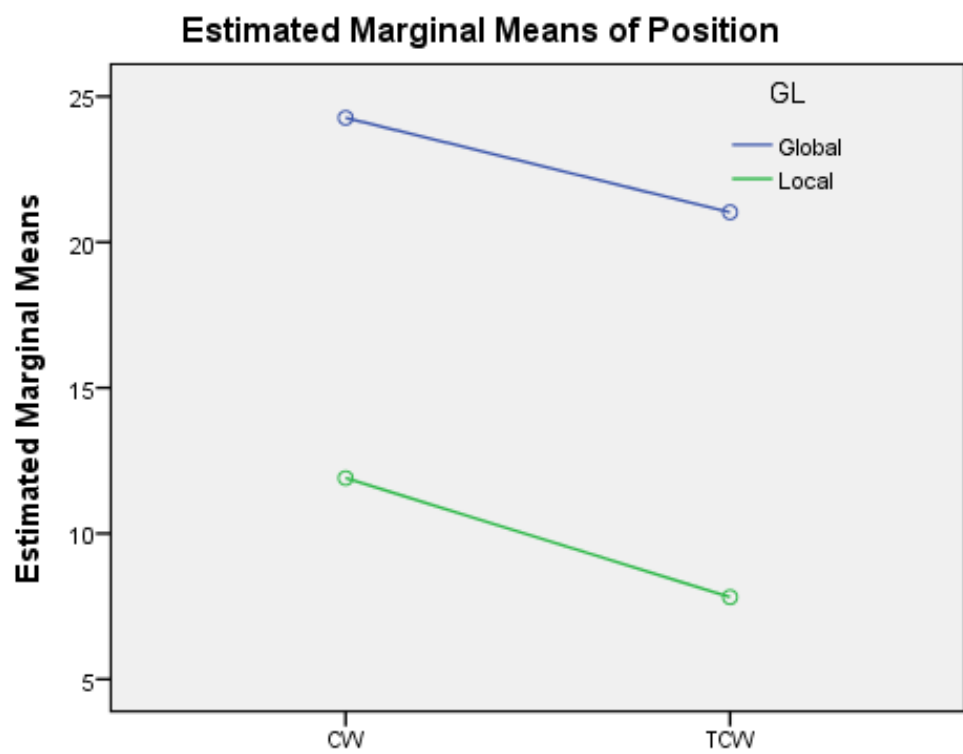
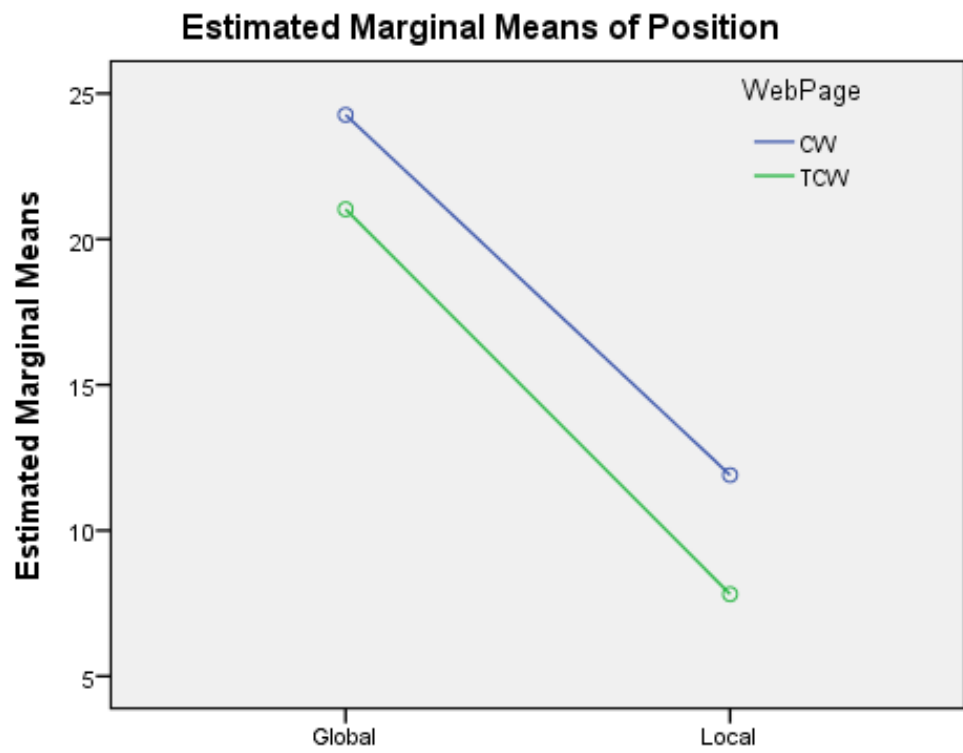
Estimated Marginal Means

1. Grand Mean			
Dependent Variable: Position			
Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
16.253	.410	15.449	17.057

2. GL				
Dependent Variable:Position				
GL	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Global	22.647	.419	21.825	23.468
Local	9.859	.705	8.476	11.242

3. WebPage				
Dependent Variable:Position				
WebPage	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
CW	18.085	.645	16.819	19.350
TCW	14.421	.506	13.427	15.415

4. GL * WebPage					
Dependent Variable:Position					
GL	WebPage	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Global	CW	24.267	.616	23.058	25.476
	TCW	21.027	.567	19.914	22.139
Local	CW	11.903	1.133	9.679	14.126
	TCW	7.816	.839	6.169	9.462



Univariate Analysis of Variance

Determining whether the Webpage where the search was directed to and the direction from which the search originated (Global/Local) has a significant effect on the position (rank) - November

Between-Subjects Factors			
		Value Label	N
GL	1	Global	852
	2	Local	402
WebPage	1	CW	472
	2	TCW	782

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	38806.211 ^a	3	12935.404	91.575	.000
Intercept	226045.629	1	226045.629	1600.275	.000
GL	29196.437	1	29196.437	206.694	.000
WebPage	2805.548	1	2805.548	19.862	.000
GL * WebPage	450.963	1	450.963	3.193	.074
Error	176567.760	1250	141.254		
Total	577576.000	1254			
Corrected Total	215373.971	1253			

a. R Squared = .180 (Adjusted R Squared = .178)

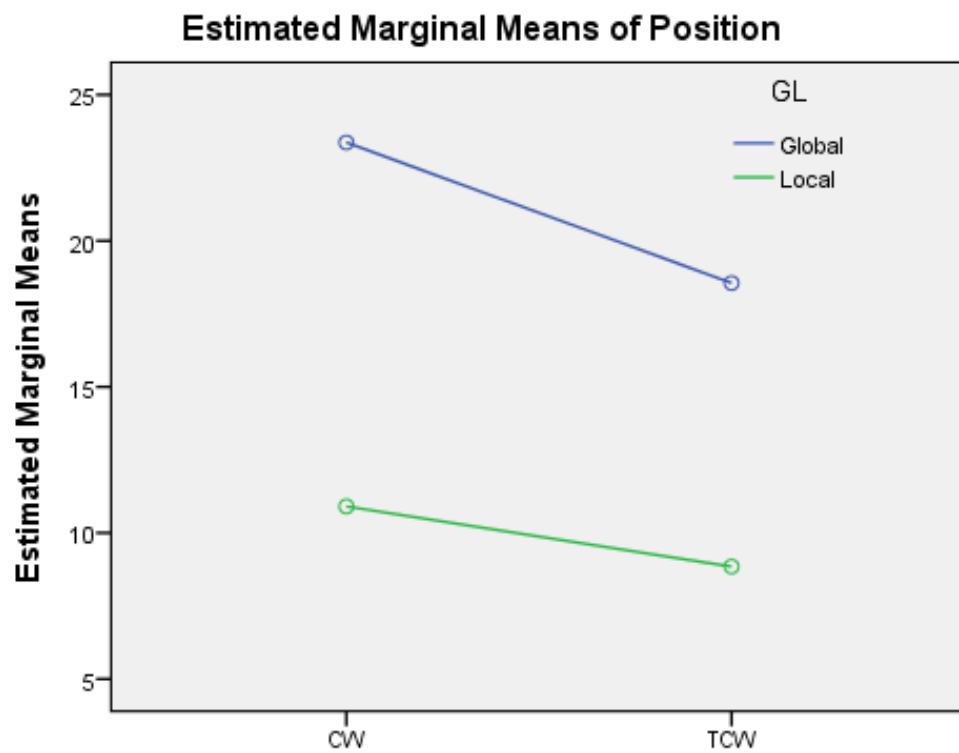
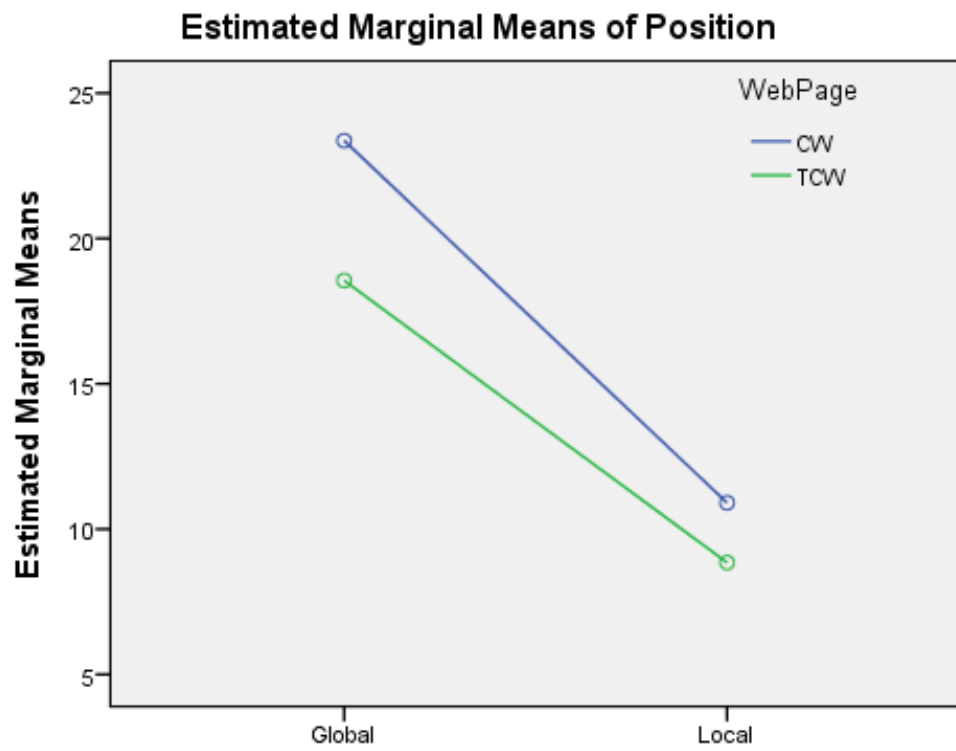
Estimated Marginal Means

1. Grand Mean			
Dependent Variable: Position			
Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
15.419	.385	14.663	16.175

2. GL				
Dependent Variable:Position				
GL	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Global	20.961	.413	20.150	21.771
Local	9.878	.651	8.601	11.155

3. WebPage				
Dependent Variable:Position				
WebPage	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
CW	17.137	.632	15.898	18.376
TCW	13.701	.442	12.835	14.568

4. GL * WebPage					
Dependent Variable:Position					
GL	WebPage	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Global	CW	23.367	.632	22.128	24.607
	TCW	18.554	.533	17.509	19.599
Local	CW	10.907	1.094	8.760	13.053
	TCW	8.849	.705	7.465	10.232



Univariate Analysis of Variance

Determining whether the Webpage where the search was directed to and the direction from which the search originated (Global/Local) and the month when the search was done have significant effects on the position (rank)

Between-Subjects Factors			
		Value Label	N
Month	8		1131
	9		1143
	10		1152
	11		1254
GL	1	Global	3314
	2	Local	1366
WebPage	1	CW	2004
	2	TCW	2676

Tests of Between-Subjects Effects					
Dependent Variable: Position					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	183226.198 ^a	8	22903.275	162.347	.000
Intercept	996068.805	1	996068.805	7060.501	.000
Month	1562.889	3	520.963	3.693	.011
GL	158918.975	1	158918.975	1126.476	.000
WebPage	8461.278	1	8461.278	59.977	.000
Month * GL	1798.696	3	599.565	4.250	.005
Error	658967.032	4671	141.076		
Total	2499076.000	4680			
Corrected Total	842193.230	4679			

a. R Squared = .218 (Adjusted R Squared = .216)

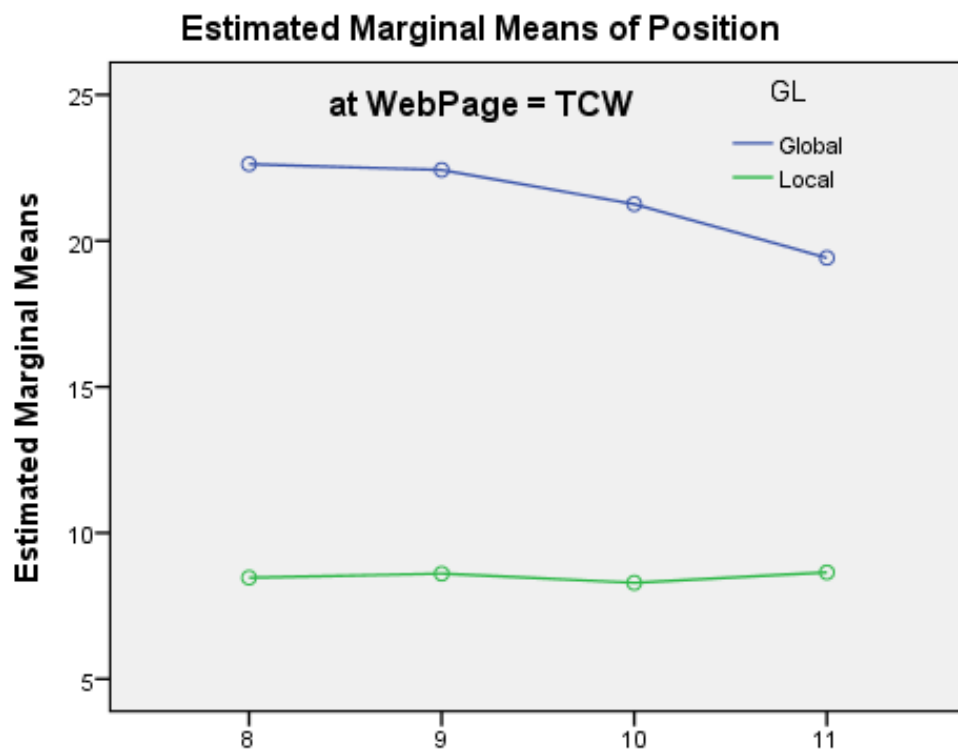
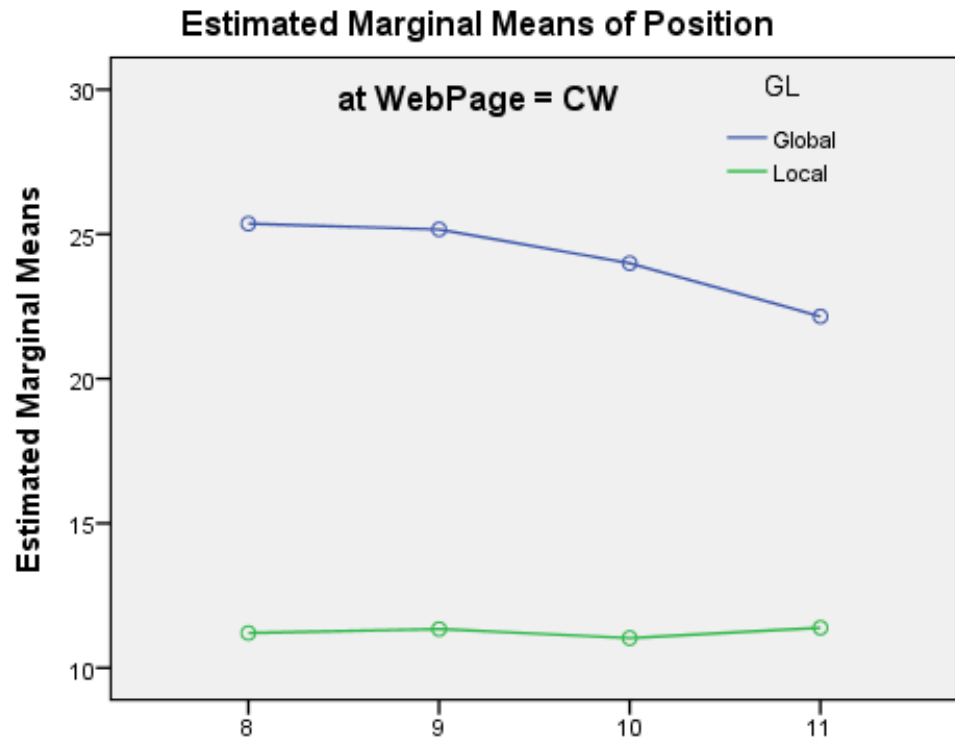
Post Hoc Tests

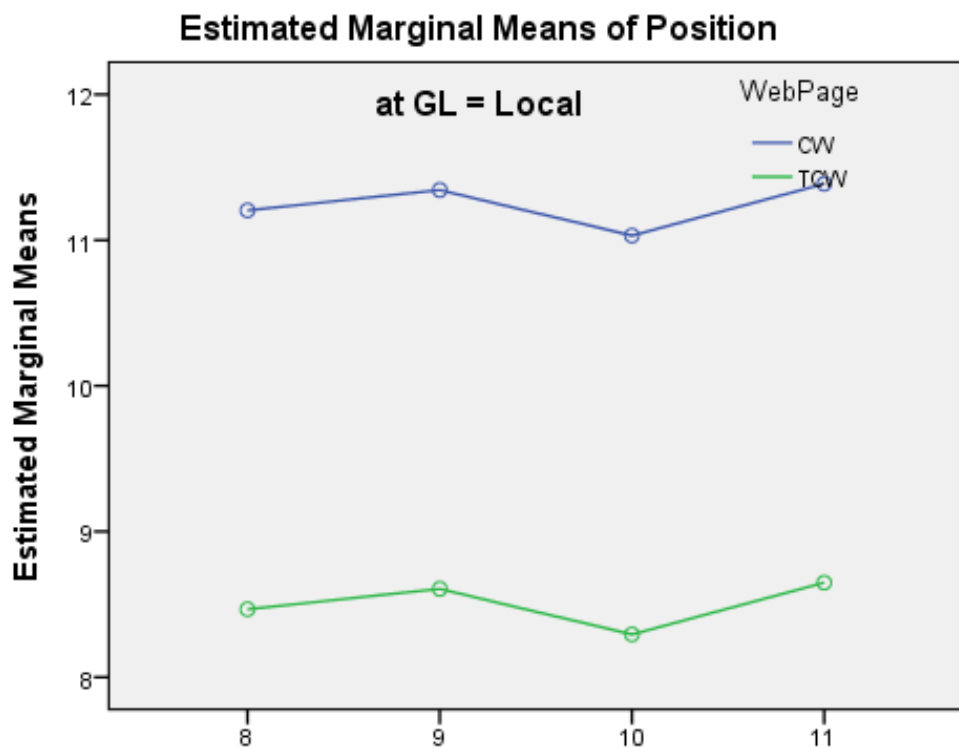
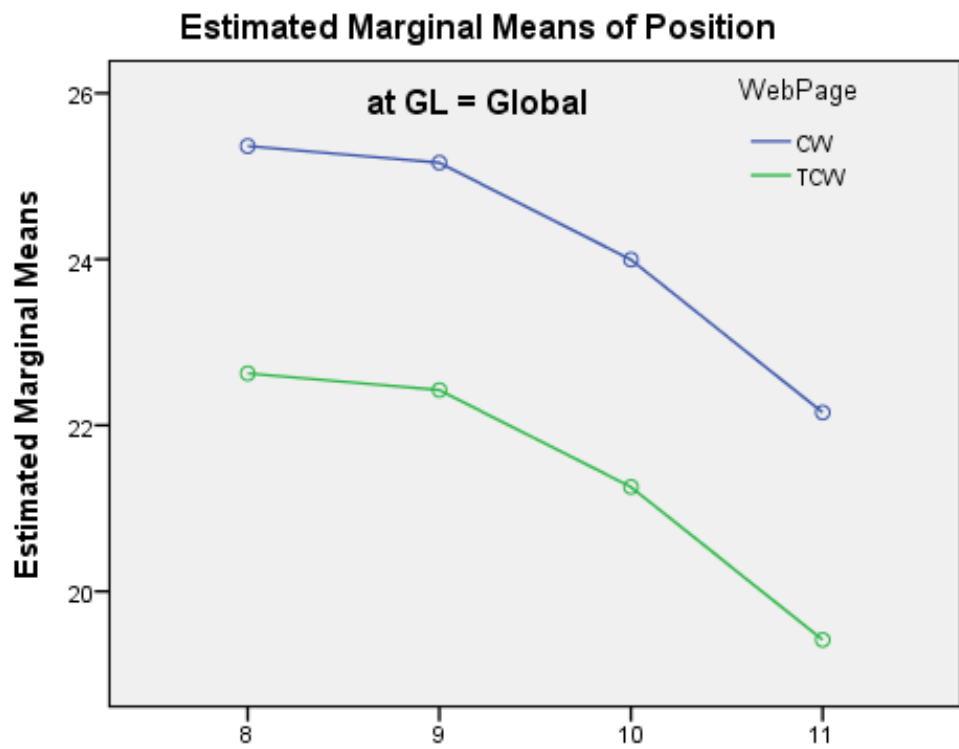
Month

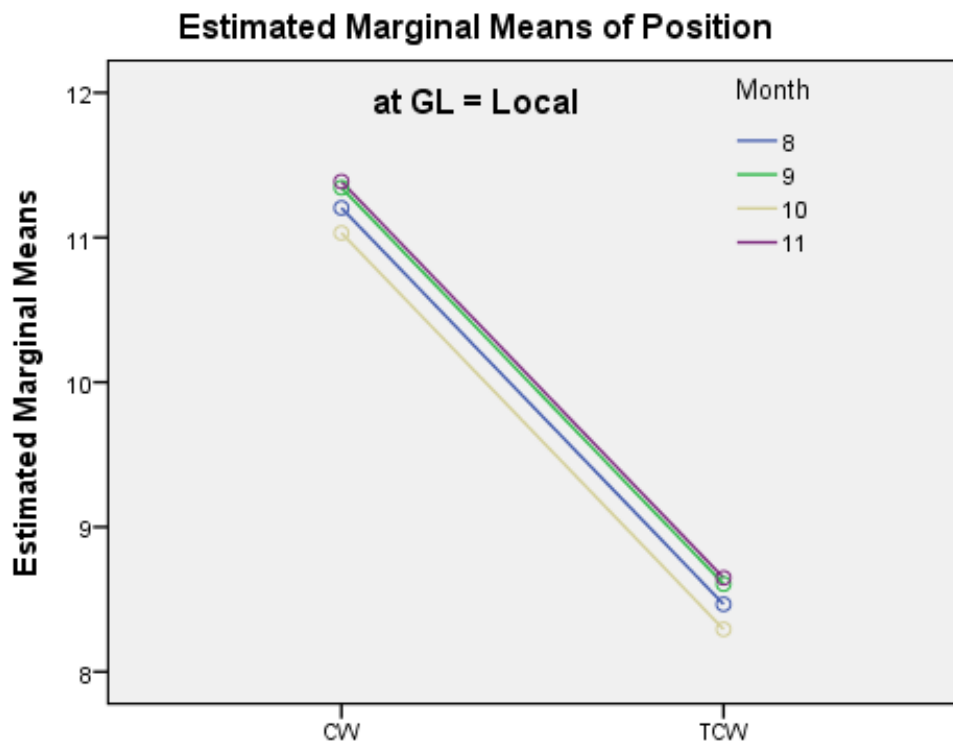
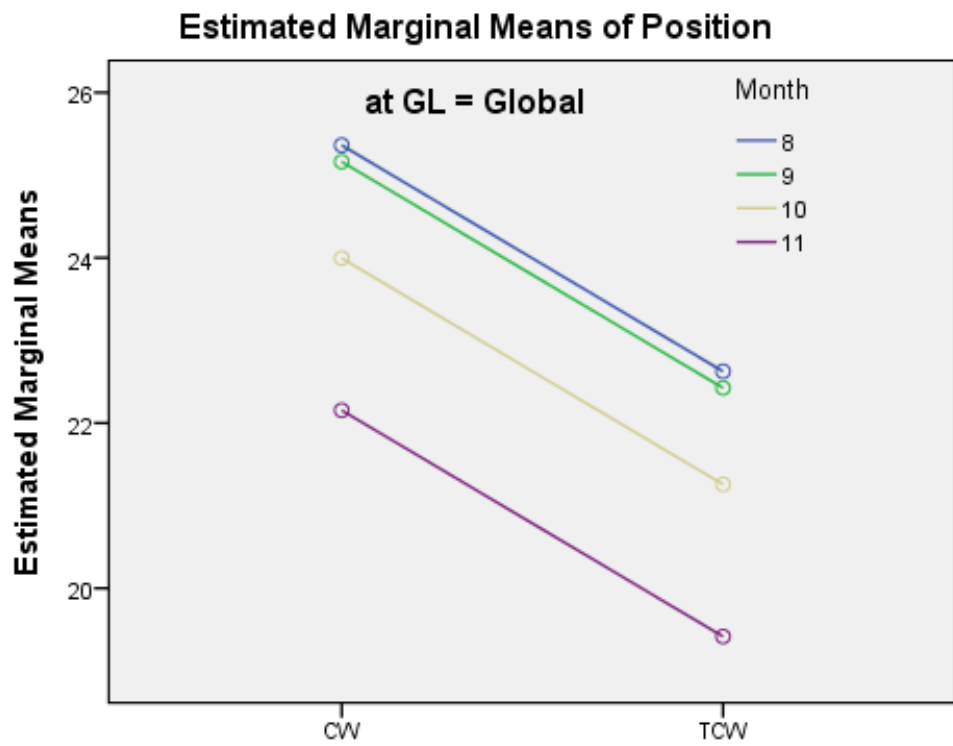
Multiple Comparisons						
Position						
Bonferroni						
(I) Month	(J) Month	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
8	9	.11	.498	1.000	-1.21	1.42
	10	1.01	.497	.248	-.30	2.33
	11	2.86*	.487	.000	1.58	4.15
9	8	-.11	.498	1.000	-1.42	1.21
	10	.91	.496	.400	-.40	2.22
	11	2.76*	.486	.000	1.48	4.04
10	8	-1.01	.497	.248	-2.33	.30
	9	-.91	.496	.400	-2.22	.40
	11	1.85*	.485	.001	.57	3.13
11	8	-2.86*	.487	.000	-4.15	-1.58
	9	-2.76*	.486	.000	-4.04	-1.48
	10	-1.85*	.485	.001	-3.13	-.57
Based on observed means.						
The error term is Mean Square(Error) = 141.076.						
*. The mean difference is significant at the .05 level.						

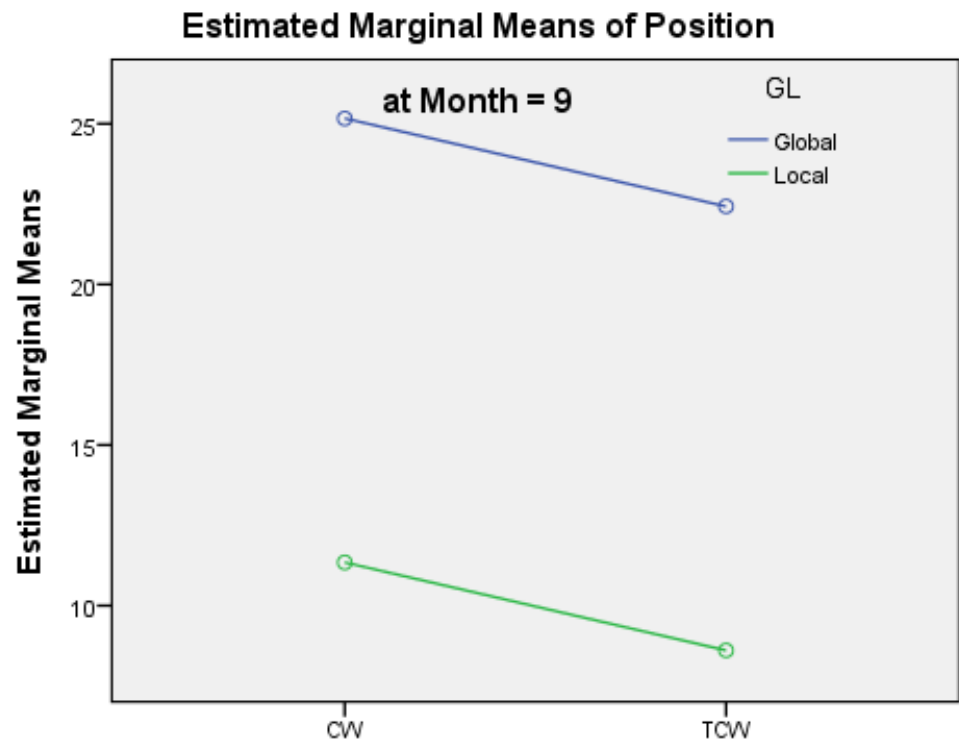
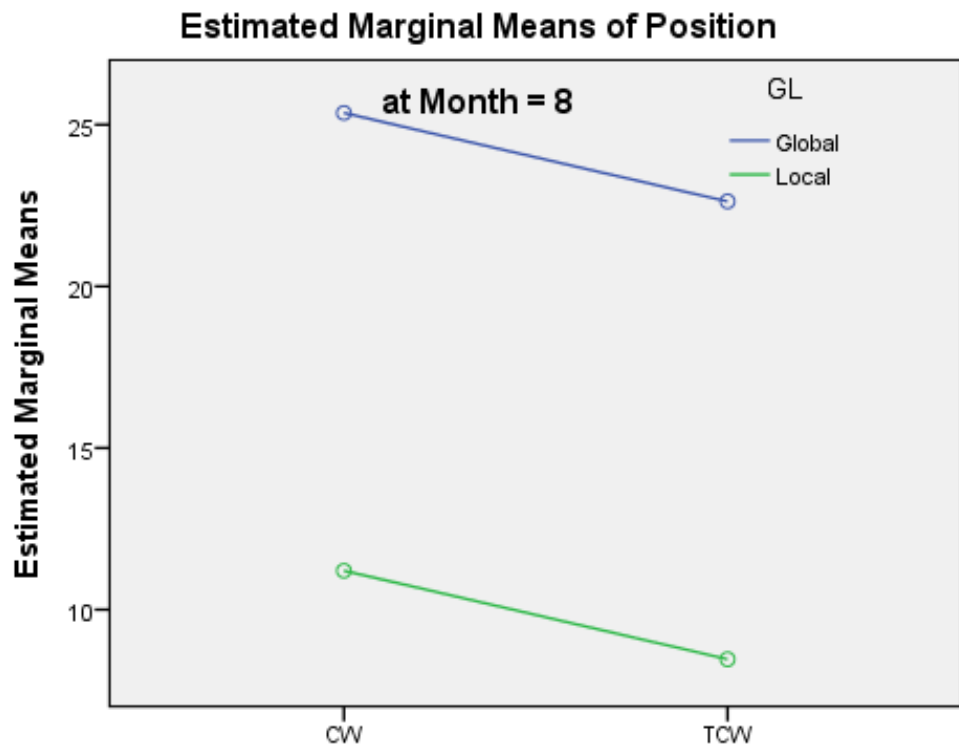
Profile Plots

Month * GL * WebPage

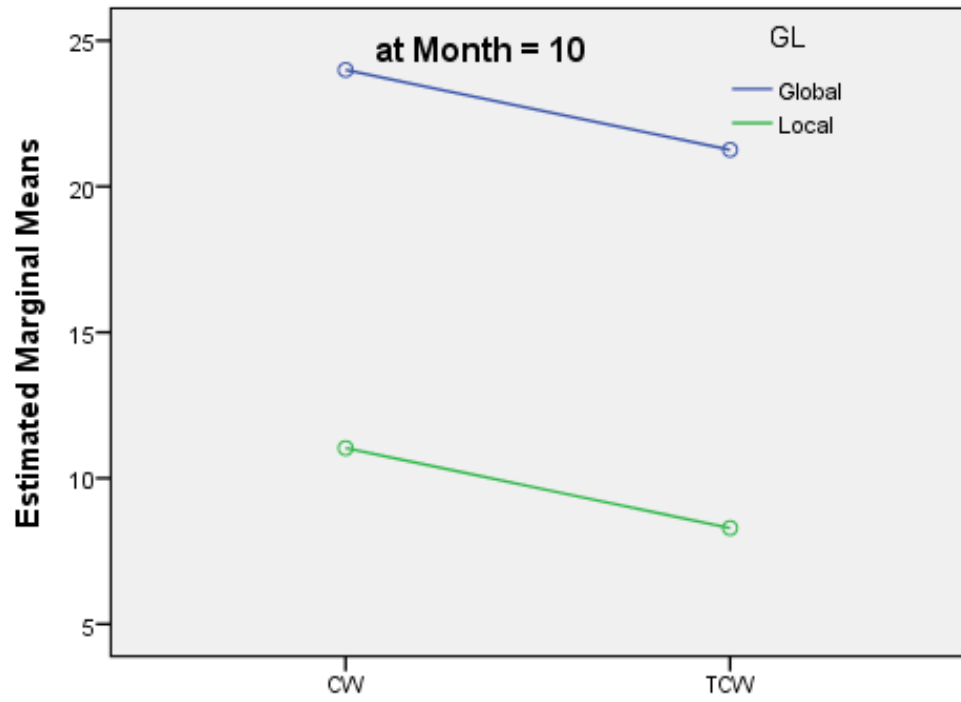




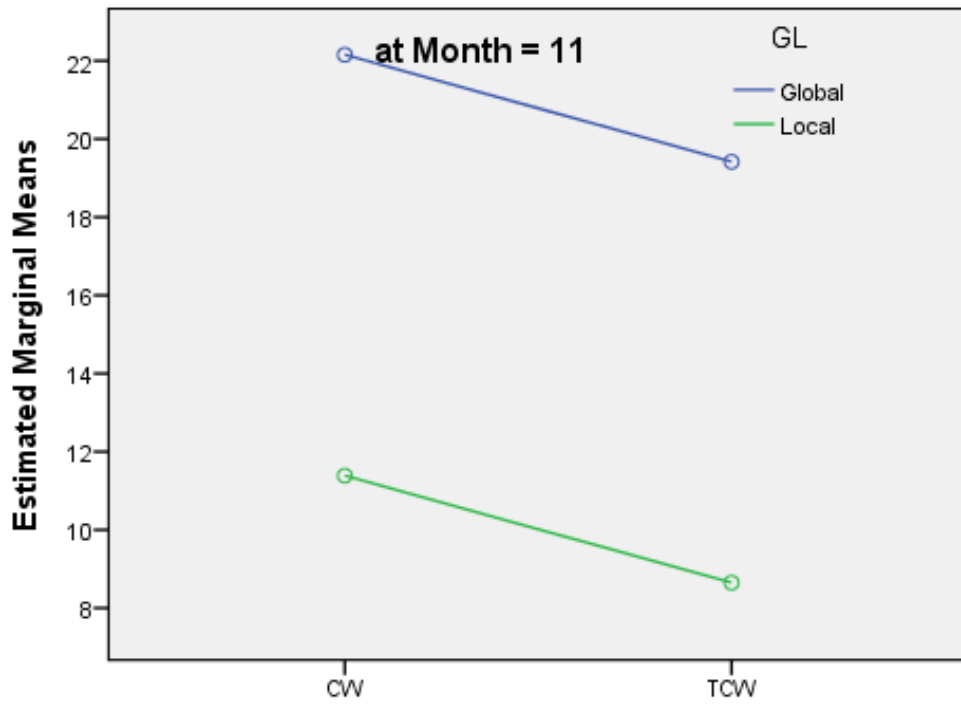




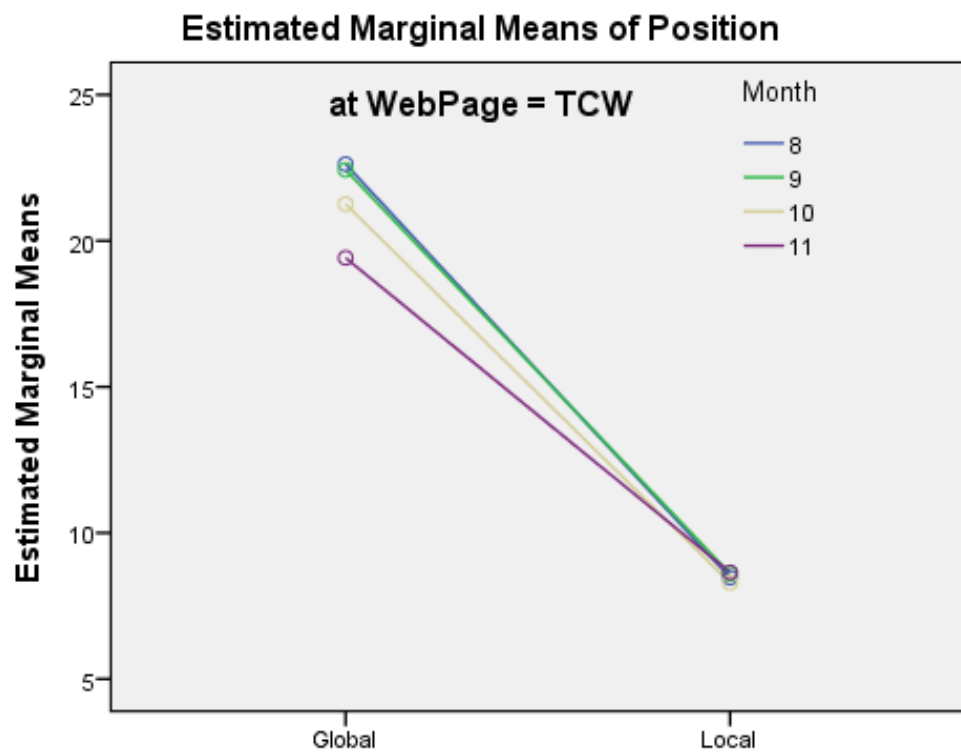
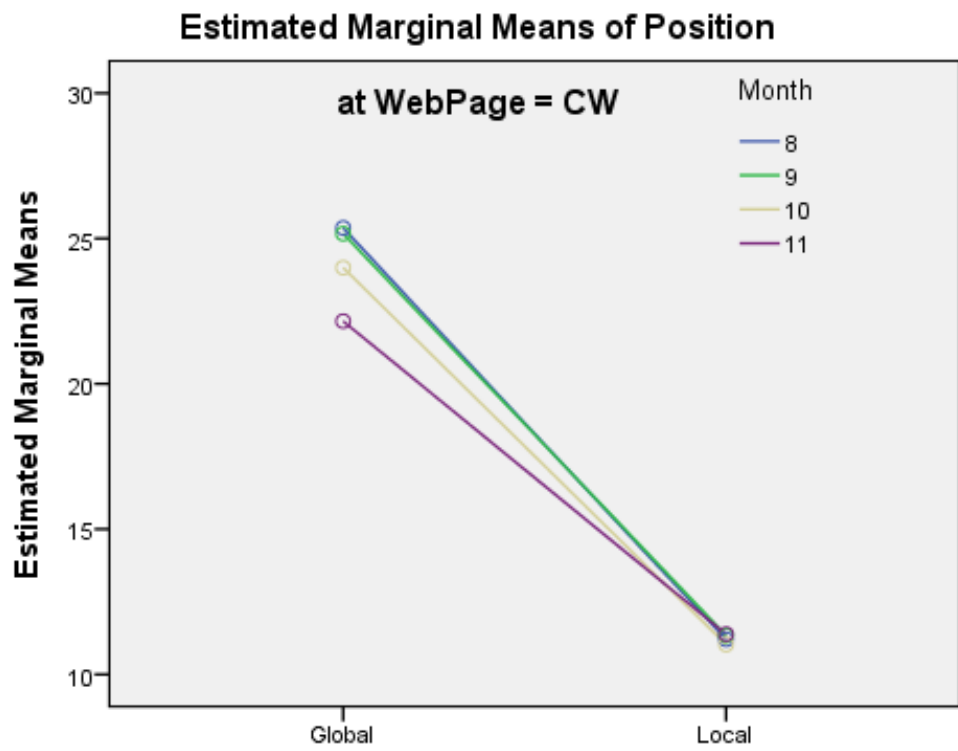
Estimated Marginal Means of Position



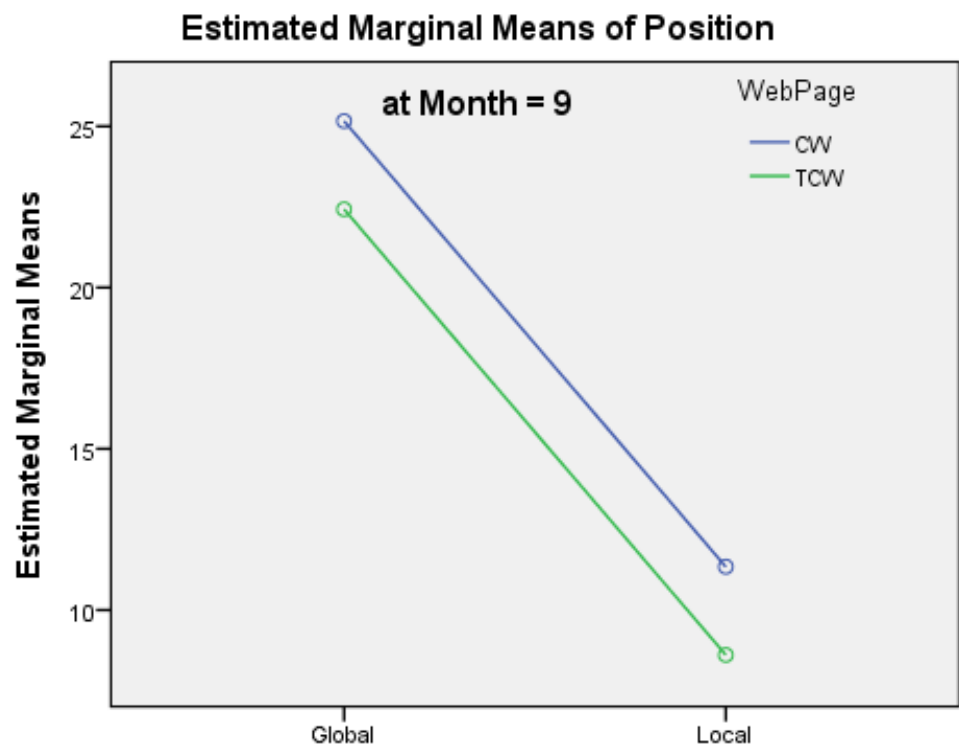
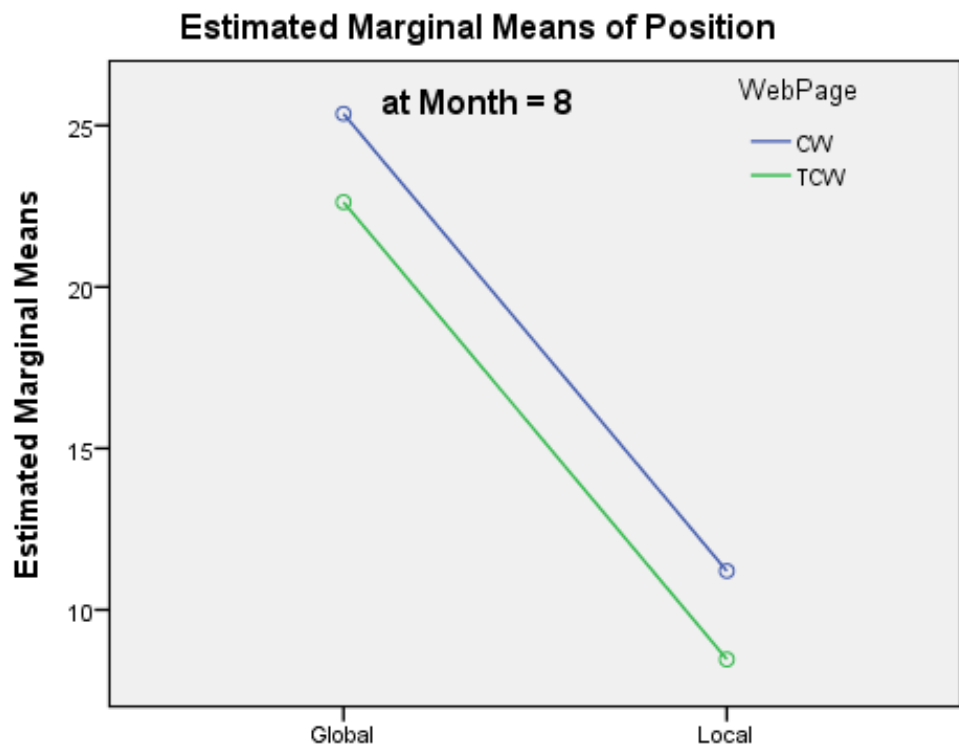
Estimated Marginal Means of Position



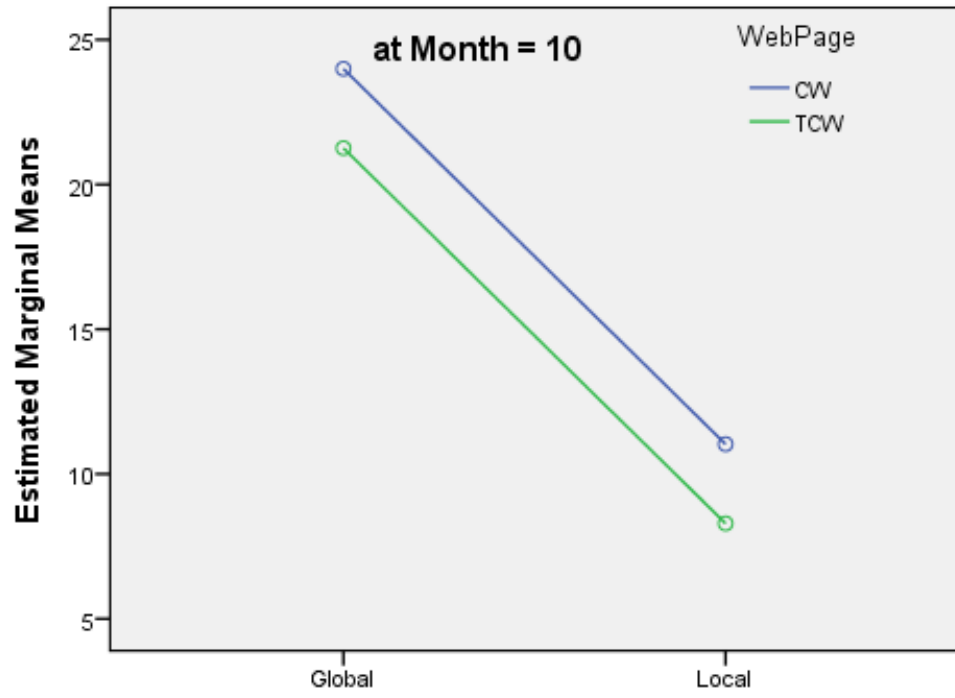
GL * Month * WebPage



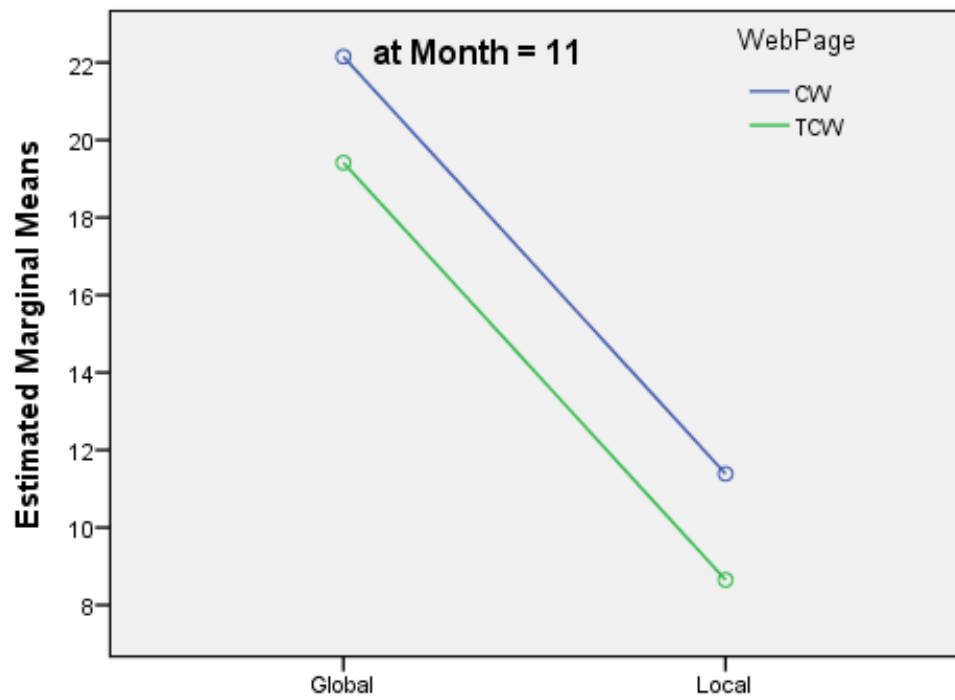
GL * WebPage * Month



Estimated Marginal Means of Position



Estimated Marginal Means of Position



APPENDIX 20

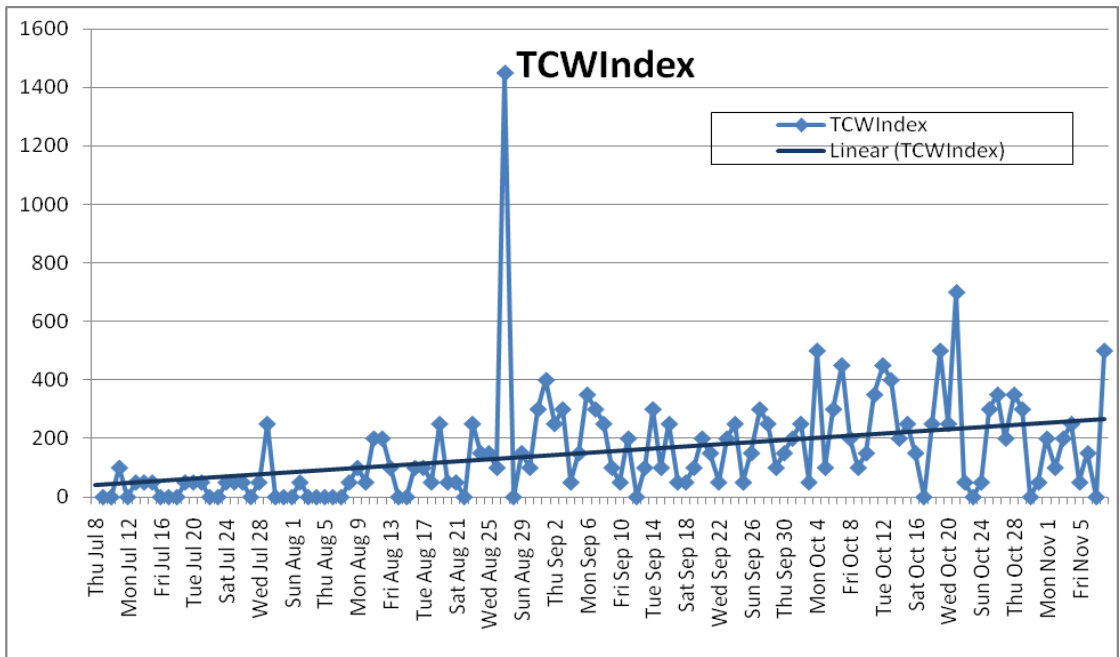
Journal Article 2 - Linear regression analysis on traffic data from both Copywriters and Translation-copywriters

1st Linear regression: Website: Translation-copywriters (TCW)

Variables Entered/Removed ^{b,c}			
Model	Variables Entered	Variables Removed	Method
1	Num1 ^a	.	Enter
a. All requested variables entered.			
b. Dependent Variable: TrafficIndex			
c. Models are based only on cases for which Website = TCW			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	Website = TCW (Selected)			
1	0.362 ^a	0.1309	0.124	169.97552
a. Predictors: (Constant), Num1				

ANOVA ^{b,c}						
Model	Sum of Squares	df	Mean Square	F	p-value	
1	Regression	531082.459	1	531082.459	18.382	0.000 ^a
	Residual	3524784.477	122	28891.676		
	Total	4055866.935	123			
a. Predictors: (Constant), Num1						
b. Dependent Variable: TrafficIndex						
c. Selecting only cases for which Website = TCW						



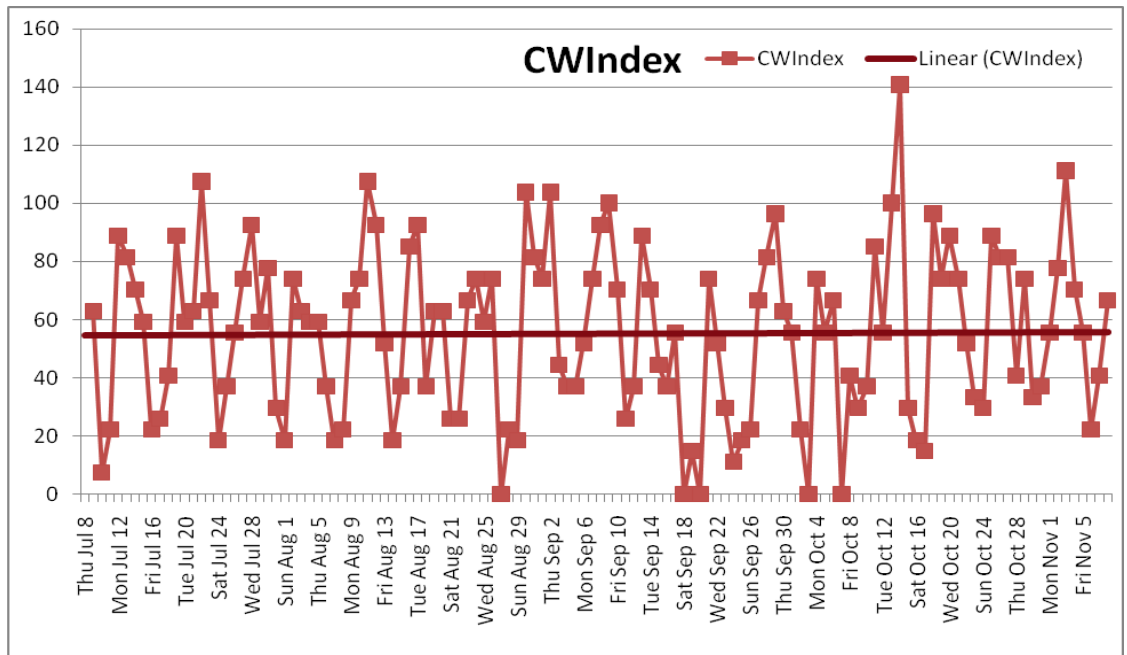
Coefficients ^{a,b}					
Model	Unstandardized Coefficients		Standardized Coefficients	t	p-value
	B	Std. Error	Beta		
1	(Constant)	39,359		1.281	0.202
	Num1	1.828	0.426	0.362	4.287
a. Dependent Variable: TrafficIndex					
b. Selecting only cases for which Website = TCW					

2nd Linear regression: Website: Copywriters (CW)

Variables Entered/Removed ^{b,c}			
Model	Variables Entered	Variables Removed	Method
1	Num1 ^a	.	Enter
a. All requested variables entered.			
b. Dependent Variable: TrafficIndex			
c. Models are based only on cases for which Website = CW			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	Website = CW (Selected)			
1	0.009 ^a	0.000	-0.008	29.44581
a. Predictors: (Constant), Num1				

ANOVA ^{b,c}						
Model		Sum of Squares	df	Mean Square	F	p-value
1	Regression	7.927	1	7.927	0.009	0.924 ^a
	Residual	105780.825	122	867.056		
	Total	105788.752	123			
a. Predictors: (Constant), Num1						
b. Dependent Variable: TrafficIndex						
c. Selecting only cases for which Website = CW						



Coefficients ^{a,b}						
Model		Unstandardized Coefficients		Standardized Coefficients	t	p-value
		B	Std. Error	Beta		
1	(Constant)	55.997	5.321		10.524	0.000
	Num1	-0.007	0.074	-0.009	-.096	0.924
a. Dependent Variable: TrafficIndex						
b. Selecting only cases for which Website = CW						

Univariate Analysis of Variance

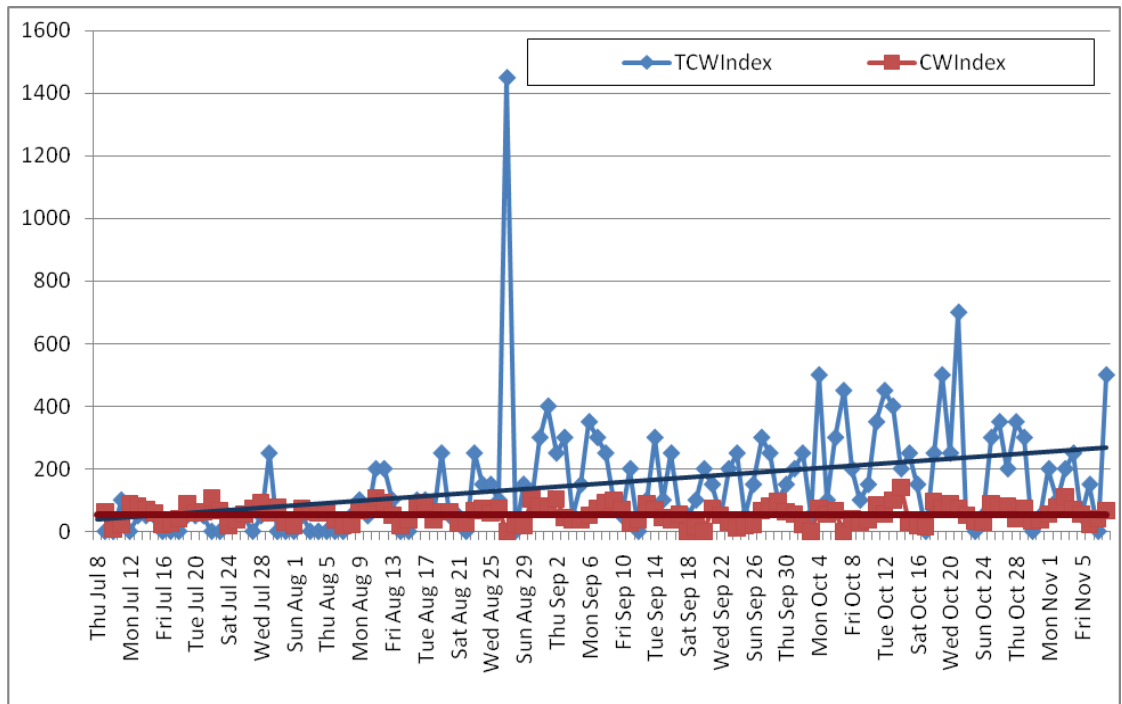
Between-Subjects Factors			
		Value Label	N
Website	0	TCW	124
	1	CW	124

Descriptive Statistics			
Dependent Variable: TrafficIndex			
Website	Mean	Std. Deviation	N
TCW	153.6290	181.58890	124
CW	55.5556	29.32697	124
Total	104.5923	138.79173	248

Tests of Between-Subjects Effects								
Dependent Variable: TrafficIndex								
Source	Type III Sum of Squares	df	Mean Square	F	p-value	Partial Eta Squared	Noncent. Parameter	Observed Power ^b
Model	3.840E6	4	960109.875	64.526	0.000	0.514	258.105	1.000
Num1	263493.407	1	263493.407	17.709	0.000	0.068	17.709	0.987
Website	143478.446	2	71739.223	4.821	0.009	0.038	9.643	0.795
Website * Num1	267596.979	1	267596.979	17.984	0.000	0.069	17.984	0.988
Error	3630565.302	244	14879.366					
Total	7471004.801	248						

a. R Squared = .514 (Adjusted R Squared = .506)

b. Computed using alpha = .05



Parameter Estimates									
Dependent Variable: TrafficIndex									
Parameter	B	Std. Error	t	p-value	95% Confidence Interval		Partial Eta Squared	Noncent. Parameter	Observed Power ^a
					Lower Bound	Upper Bound			
Num1	-.007	.306	-.023	.982	-.610	.596	.000	.023	.050
[Website=0]	39.359	22.042	1.786	.075	-4.057	82.775	.013	1.786	.428
[Website=1]	55.997	22.042	2.541	.012	12.581	99.413	.026	2.541	.716
[Website=0] * Num1	1.835	.433	4.241	.000	.983	2.688	.069	4.241	.988
[Website=1] * Num1	0 ^b

a. Computed using alpha = .05

b. This parameter is set to zero because it is redundant.

APPENDIX 2P

Journal Article 2 - Descriptive statistics grouped according to the Website considering the means (average) of each variable

Summary

Case Summaries						
Website	Visits	Average Time On Site	Average Page Views per Visit	Conversions	Return on Investment	
EW	N	49	49	49	49	49
	Mean	34.57	16.24	1.118	1.1429	104.6704
	Sum	1694	796	54.8	56.00	5128.85
CW	N	49	49	49	49	49
	Mean	36.49	15.63	1.392	.2857	147.9510
	Sum	1788	766	68.2	14.00	7249.60
EW2	N	49	49	49	49	49
	Mean	30.08	24.73	1.378	.2245	.0000
	Sum	1474	1212	67.5	11.00	.00
Total	N	147	147	147	147	147
	Mean	33.71	18.87	1.296	.5510	84.2071
	Sum	4956	2774	190.5	81.00	12378.45

Descriptive

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Visits	147	0	87	4956	33.71	10.914
Average Time On Site	147	0	84	2774	18.87	15.960
Average Page Views per Visit	147	.0	1.9	190.5	1.296	.2727
Conversions	147	.00	9.00	81.00	.5510	1.11763
Return on Investment	147	.00	5130.00	12378.45	84.2071	506.92413
Valid N (listwise)	147					

Explore

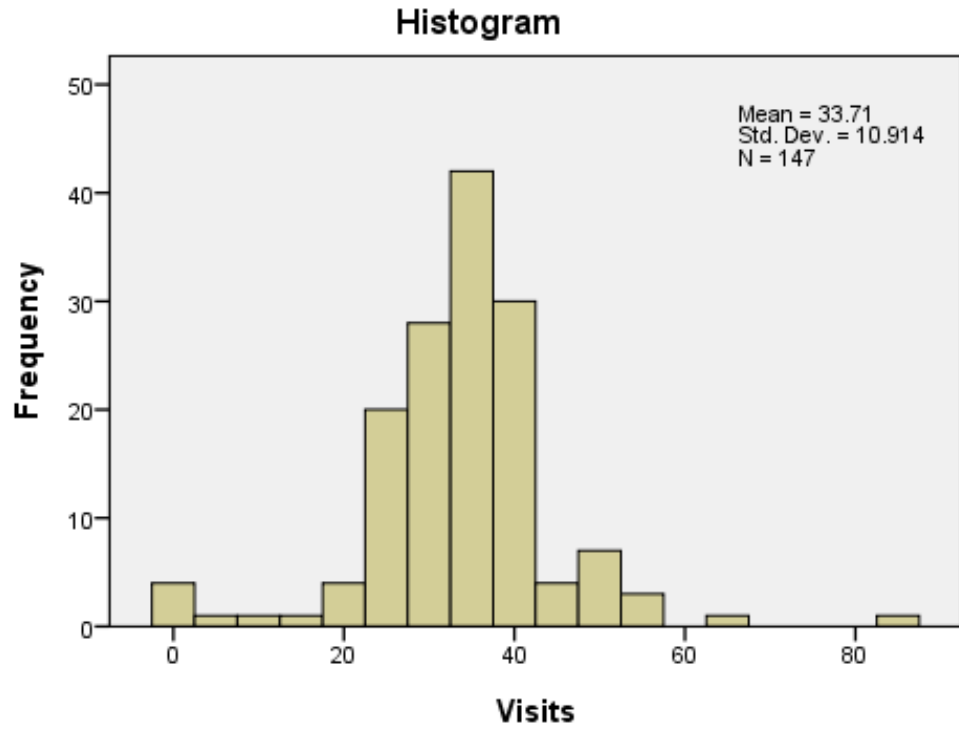
Descriptives				
		Statistic	Std. Error	
Visits	Mean		33.71	.900
	95% Confidence Interval for Mean	Lower Bound	31.94	
		Upper Bound	35.49	
	5% Trimmed Mean		33.88	
	Median		34.00	
	Variance		119.110	
	Std. Deviation		10.914	
	Minimum		0	
	Maximum		87	
	Range		87	
	Interquartile Range		11	
	Skewness		.199	.200
	Kurtosis		5.210	.397
	Average Time On Site	Mean		18.87
95% Confidence Interval for Mean		Lower Bound	16.27	
		Upper Bound	21.47	
5% Trimmed Mean		17.50		
Median		14.00		
Variance		254.730		
Std. Deviation		15.960		
Minimum		0		
Maximum		84		
Range		84		
Interquartile Range		20		
Skewness		1.318	.200	
Kurtosis		1.909	.397	

Average Page Views per Visit	Mean		1.296	.0225
	95% Confidence Interval for Mean	Lower Bound	1.251	
		Upper Bound	1.340	
	5% Trimmed Mean		1.308	
	Median		1.300	
	Variance		.074	
	Std. Deviation		.2727	
	Minimum		.0	
	Maximum		1.9	
	Range		1.9	
	Interquartile Range		.2	
	Skewness		-1.820	.200
	Kurtosis		8.815	.397
	Conversions	Mean		.5510
95% Confidence Interval for Mean		Lower Bound	.3688	
		Upper Bound	.7332	
5% Trimmed Mean		.3851		
Median		.0000		
Variance		1.249		
Std. Deviation		1.11763		
Minimum		.00		
Maximum		9.00		
Range		9.00		
Interquartile Range		1.00		
Skewness		3.944	.200	
Kurtosis		23.255	.397	
Return on Investment		Mean		84.2071
	95% Confidence Interval for Mean	Lower Bound	1.5753	
		Upper Bound	166.8389	
	5% Trimmed Mean		.0000	
	Median		.0000	
	Variance		256972.079	
	Std. Deviation		506.92413	
	Minimum		.00	
	Maximum		5130.00	
	Range		5130.00	
	Interquartile Range		.00	
	Skewness		7.888	.200
	Kurtosis		70.914	.397

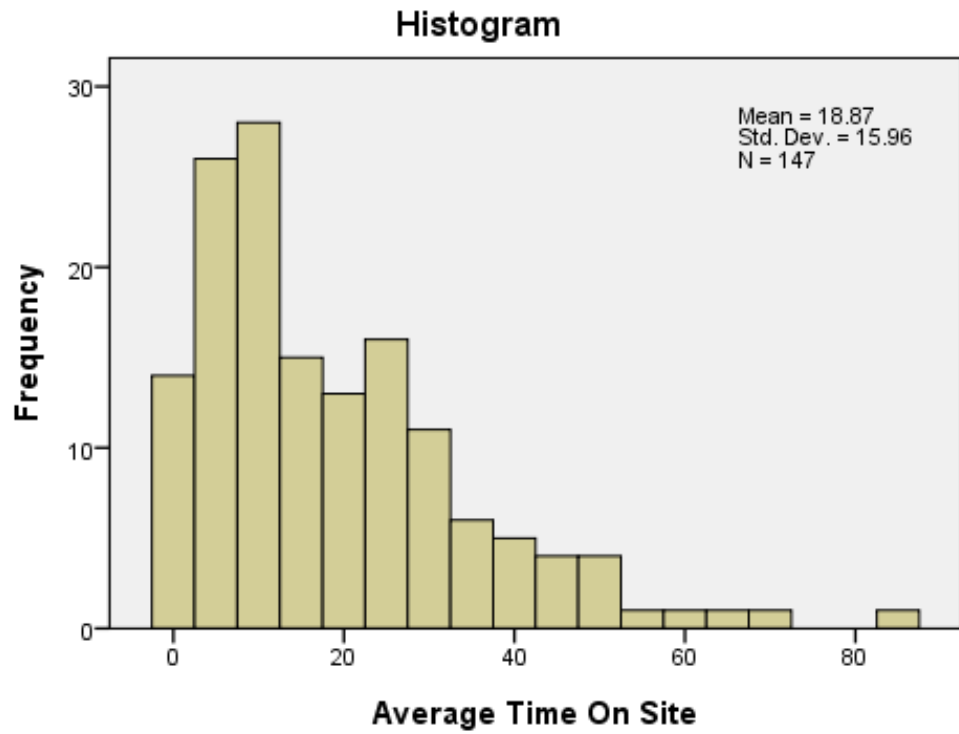
Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	p-value	Statistic	df	p-value
Visits	.115	147	.000	.904	147	.000
Average Time On Site	.137	147	.000	.887	147	.000
Average Page Views per Visit	.182	147	.000	.817	147	.000
Conversions	.362	147	.000	.534	147	.000
Return on Investment	.525	147	.000	.161	147	.000

a. Lilliefors Significance Correction

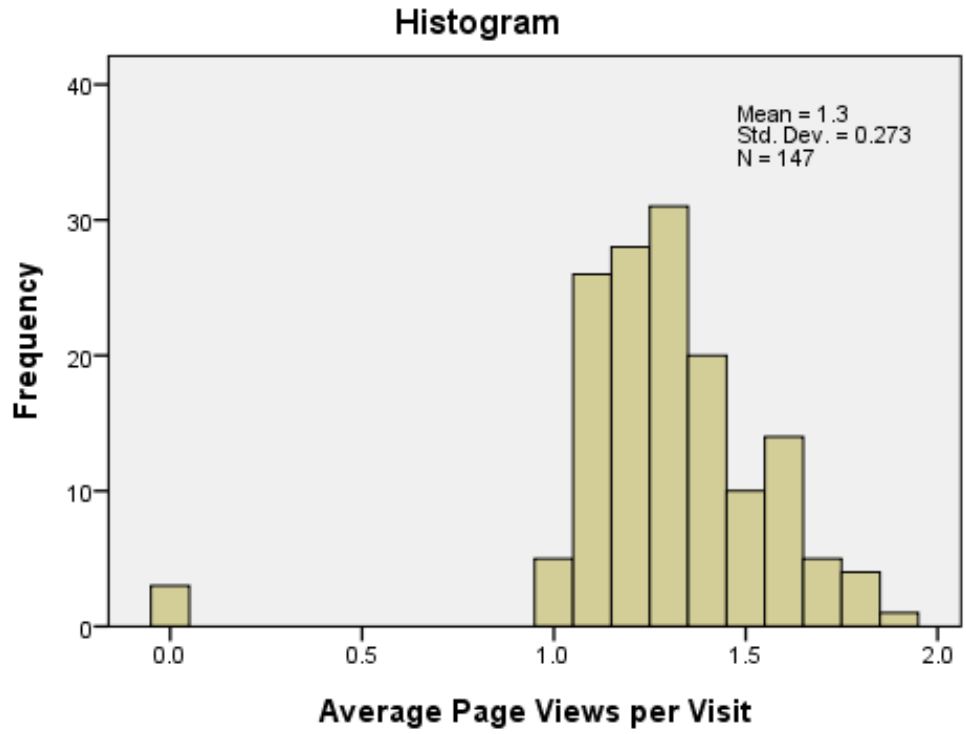
Visits



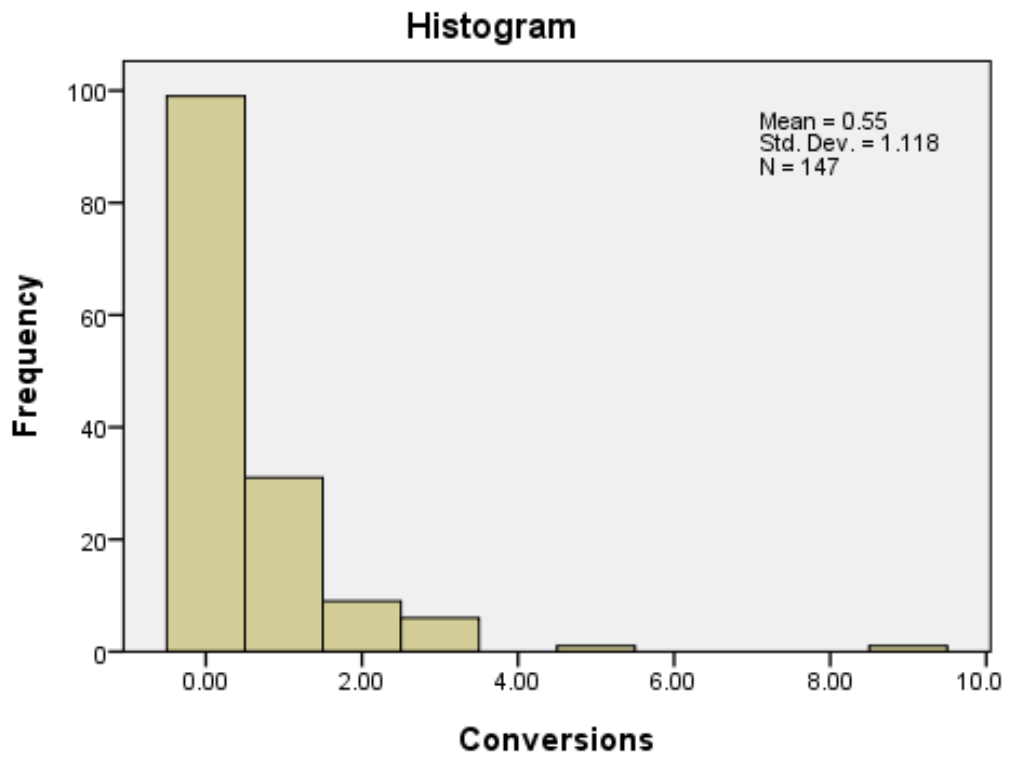
Average Time On Site



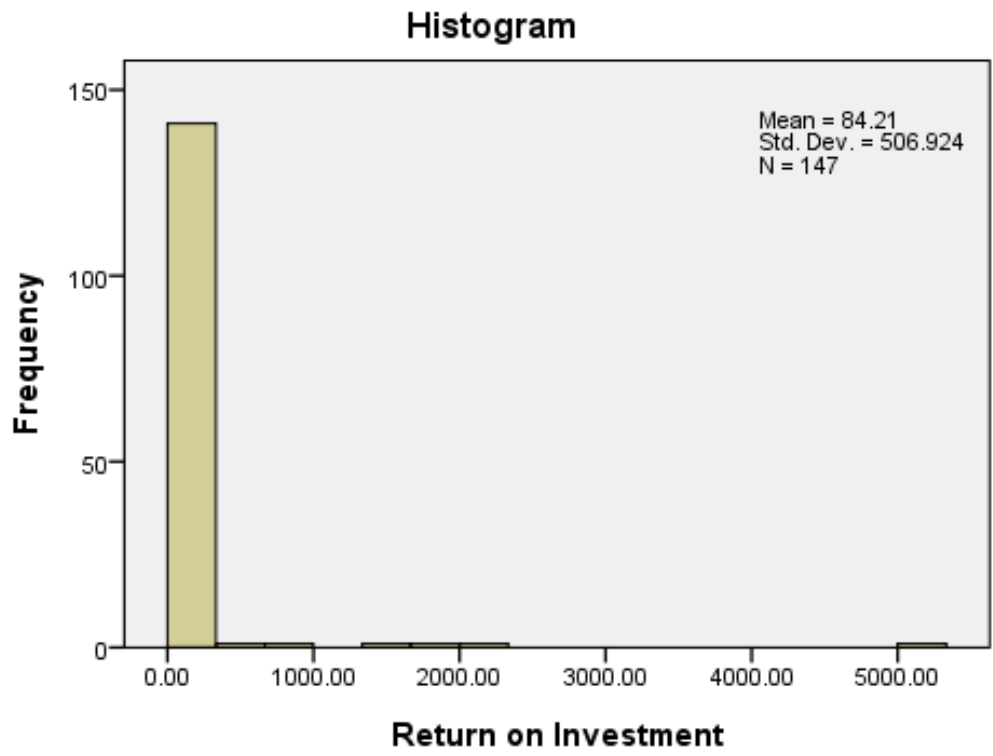
Average Page Views per Visit



Conversions



Return on Investment



Explore - Website

Descriptives ^a					
	Website		Statistic	Std. Error	
Visits	EW	Mean	34.57	1.982	
		95% Confidence Interval for Mean	Lower Bound	30.59	
			Upper Bound	38.56	
		5% Trimmed Mean	35.40		
		Median	37.00		
		Variance	192.417		
		Std. Deviation	13.871		
		Minimum	0		
		Maximum	55		
		Range	55		
		Interquartile Range	11		
		Skewness	-1.194	.340	
		Kurtosis	1.265	.668	
		CW	Mean	36.49	.997
	95% Confidence Interval for Mean		Lower Bound	34.49	
			Upper Bound	38.49	
	5% Trimmed Mean		36.12		
	Median		35.00		
	Variance		48.672		
	Std. Deviation		6.977		
	Minimum		23		
	Maximum		66		
	Range		43		
	Interquartile Range		8		
	Skewness		1.411	.340	
	Kurtosis		5.621	.668	
	EW2		Mean	30.08	1.422
		95% Confidence Interval for Mean	Lower Bound	27.22	
			Upper Bound	32.94	
		5% Trimmed Mean	29.31		
		Median	29.00		
		Variance	99.118		
		Std. Deviation	9.956		
Minimum		8			
Maximum		87			
Range		79			
Interquartile Range		7			
Skewness		3.785	.340		
Kurtosis		22.717	.668		
Average Time On Site		EW	Mean	16.24	1.749
			95% Confidence Interval for Mean	Lower Bound	12.73
	Upper Bound			19.76	
	5% Trimmed Mean		15.88		
	Median		15.00		
	Variance		149.939		
	Std. Deviation		12.245		
	Minimum		0		
	Maximum		40		
	Range		40		
	Interquartile Range		21		
	Skewness	.279	.340		
	Kurtosis	-1.137	.668		
	CW	Mean	15.63	1.841	
		95% Confidence Interval for Mean	Lower Bound	11.93	
			Upper Bound	19.33	
		5% Trimmed Mean	14.32		
		Median	11.00		
		Variance	165.987		
		Std. Deviation	12.884		

		Minimum	3		
		Maximum	52		
		Range	49		
		Interquartile Range	13		
		Skewness	1.624	.340	
		Kurtosis	2.036	.668	
	EW2	Mean	24.73	2.879	
		95% Confidence Interval for Mean	Lower Bound	18.95	
			Upper Bound	30.52	
		5% Trimmed Mean	23.24		
		Median	21.00		
		Variance	406.032		
		Std. Deviation	20.150		
		Minimum	1		
		Maximum	84		
		Range	83		
		Interquartile Range	30		
		Skewness	.988	.340	
		Kurtosis	.503	.668	
Average Page Views per Visit		EW	Mean	1.118	.0474
	95% Confidence Interval for Mean		Lower Bound	1.023	
			Upper Bound	1.214	
	5% Trimmed Mean		1.148		
	Median		1.100		
	Variance		.110		
	Std. Deviation		.3321		
	Minimum		.0		
	Maximum		1.9		
	Range		1.9		
	Interquartile Range		.1		
	Skewness		-2.047	.340	
	Kurtosis		6.844	.668	
	CW		Mean	1.392	.0249
		95% Confidence Interval for Mean	Lower Bound	1.342	
			Upper Bound	1.442	
		5% Trimmed Mean	1.381		
		Median	1.400		
		Variance	.030		
		Std. Deviation	.1742		
		Minimum	1.2		
		Maximum	1.8		
		Range	.6		
		Interquartile Range	.3		
		Skewness	.771	.340	
		Kurtosis	-.343	.668	
		EW2	Mean	1.378	.0276
	95% Confidence Interval for Mean		Lower Bound	1.322	
			Upper Bound	1.433	
	5% Trimmed Mean		1.371		
	Median		1.400		
	Variance		.037		
Std. Deviation	.1929				
Minimum	1.1				
Maximum	1.8				
Range	.7				
Interquartile Range	.3				
Skewness	.351		.340		
Kurtosis	-.612		.668		
Conversions	EW		Mean	1.1429	.23869
		95% Confidence Interval for Mean	Lower Bound	.6629	
			Upper Bound	1.6228	
		5% Trimmed Mean	.9218		

		Median	1.0000		
		Variance	2.792		
		Std. Deviation	1.67083		
		Minimum	.00		
		Maximum	9.00		
		Range	9.00		
		Interquartile Range	2.00		
		Skewness	2.558	.340	
		Kurtosis	9.370	.668	
	CW	Mean	.2857	.07715	
		95% Confidence Interval for Mean	Lower Bound	.1306	
			Upper Bound	.4408	
		5% Trimmed Mean	.2166		
		Median	.0000		
		Variance	.292		
		Std. Deviation	.54006		
		Minimum	.00		
		Maximum	2.00		
		Range	2.00		
		Interquartile Range	.50		
		Skewness	1.773	.340	
		Kurtosis	2.387	.668	
		EW2	Mean	.2245	.06022
	95% Confidence Interval for Mean		Lower Bound	.1034	
			Upper Bound	.3456	
	5% Trimmed Mean		.1939		
	Median		.0000		
	Variance		.178		
	Std. Deviation		.42157		
	Minimum		.00		
	Maximum		1.00		
	Range		1.00		
	Interquartile Range		.00		
Skewness	1.363		.340		
Kurtosis	-.151		.668		
Return on Investment	EW		Mean	104.6704	55.38146
		95% Confidence Interval for Mean	Lower Bound	-6.6815	
			Upper Bound	216.0223	
		5% Trimmed Mean	25.5658		
		Median	.0000		
		Variance	150288.217		
		Std. Deviation	387.67024		
		Minimum	.00		
		Maximum	1995.00		
		Range	1995.00		
		Interquartile Range	.00		
		Skewness	3.984	.340	
		Kurtosis	15.847	.668	
		CW	Mean	147.9510	112.44239
	95% Confidence Interval for Mean		Lower Bound	-78.1295	
			Upper Bound	374.0316	
	5% Trimmed Mean		.0000		
	Median		.0000		
	Variance		619521.218		
	Std. Deviation		787.09670		
	Minimum		.00		
	Maximum		5130.00		
	Range		5130.00		
	Interquartile Range		.00		
	Skewness		5.843	.340	
	Kurtosis		35.629	.668	

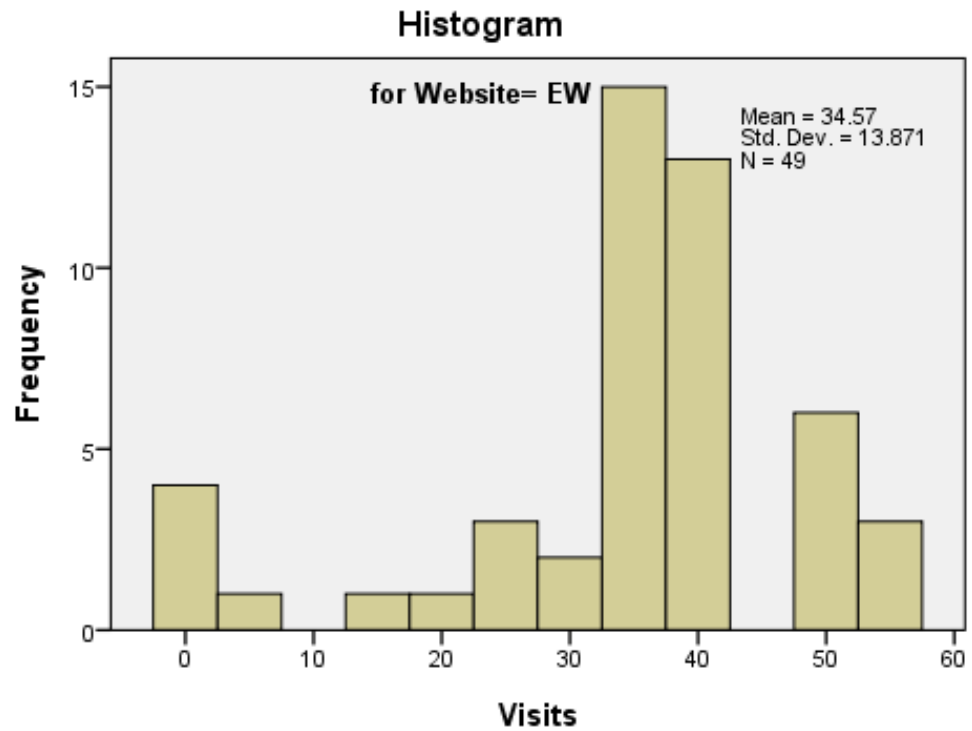
a. Return on Investment is constant when Website = EW2. It has been omitted.

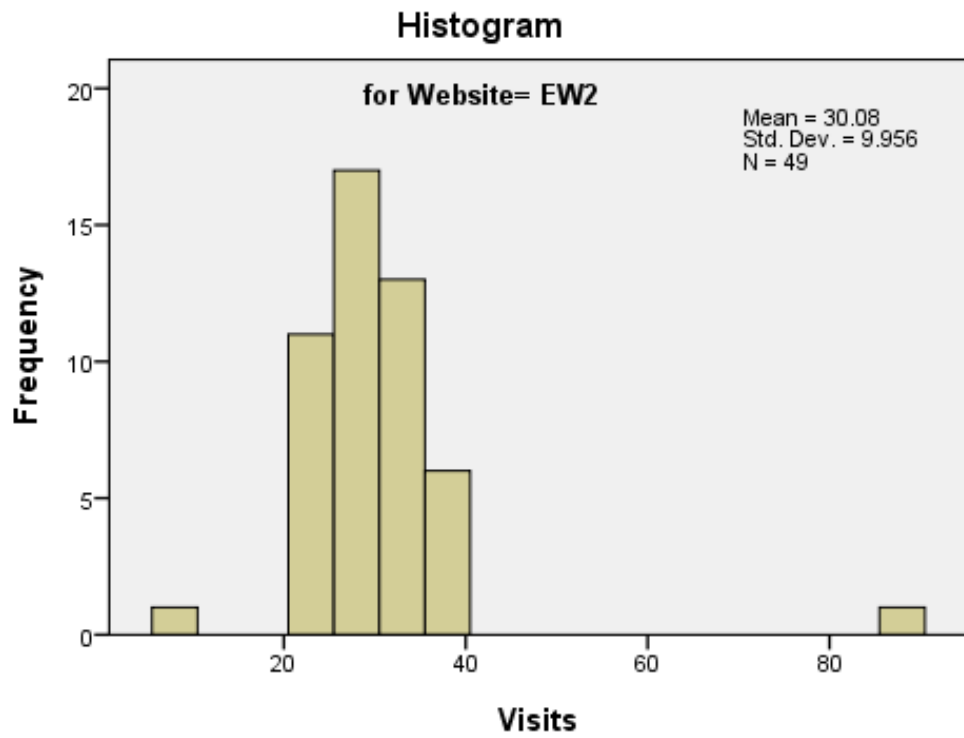
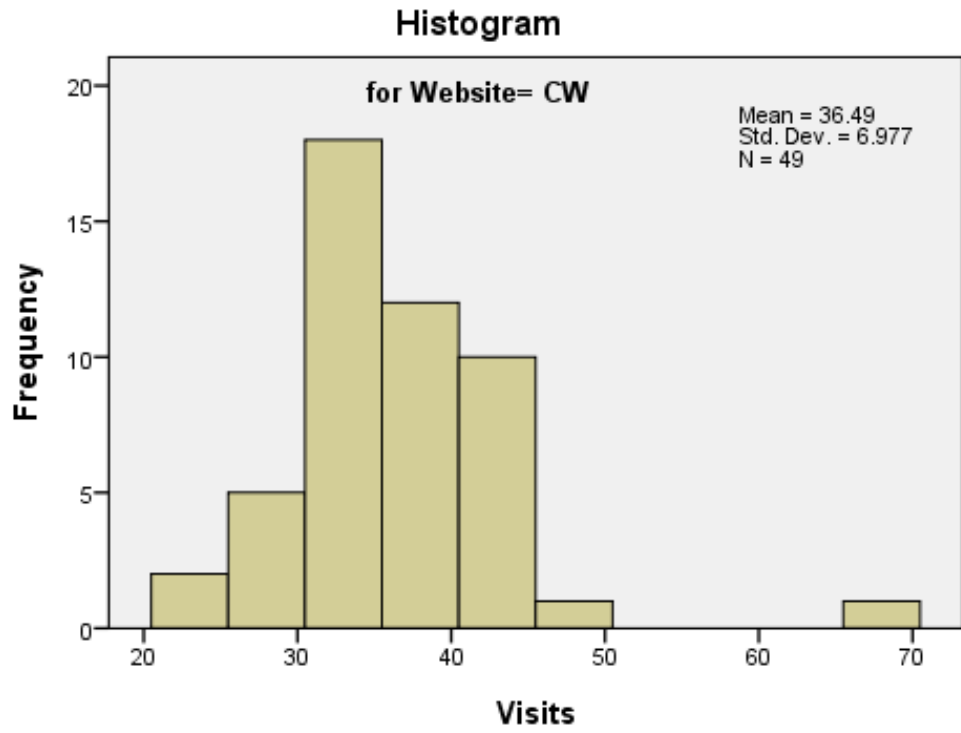
Tests of Normality ^b							
	Website	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	p-value	Statistic	df	p-value
Visits	EW	.227	49	.000	.865	49	.000
	CW	.117	49	.091	.899	49	.000
	EW2	.184	49	.000	.641	49	.000
Average Time On Site	EW	.124	49	.059	.935	49	.010
	CW	.213	49	.000	.794	49	.000
	EW2	.119	49	.078	.910	49	.001
Average Page Views per Visit	EW	.315	49	.000	.684	49	.000
	CW	.196	49	.000	.883	49	.000
	EW2	.146	49	.011	.943	49	.019
Conversions	EW	.247	49	.000	.692	49	.000
	CW	.457	49	.000	.569	49	.000
	EW2	.478	49	.000	.516	49	.000
Return on Investment	EW	.525	49	.000	.301	49	.000
	CW	.534	49	.000	.190	49	.000

a. Lilliefors Significance Correction

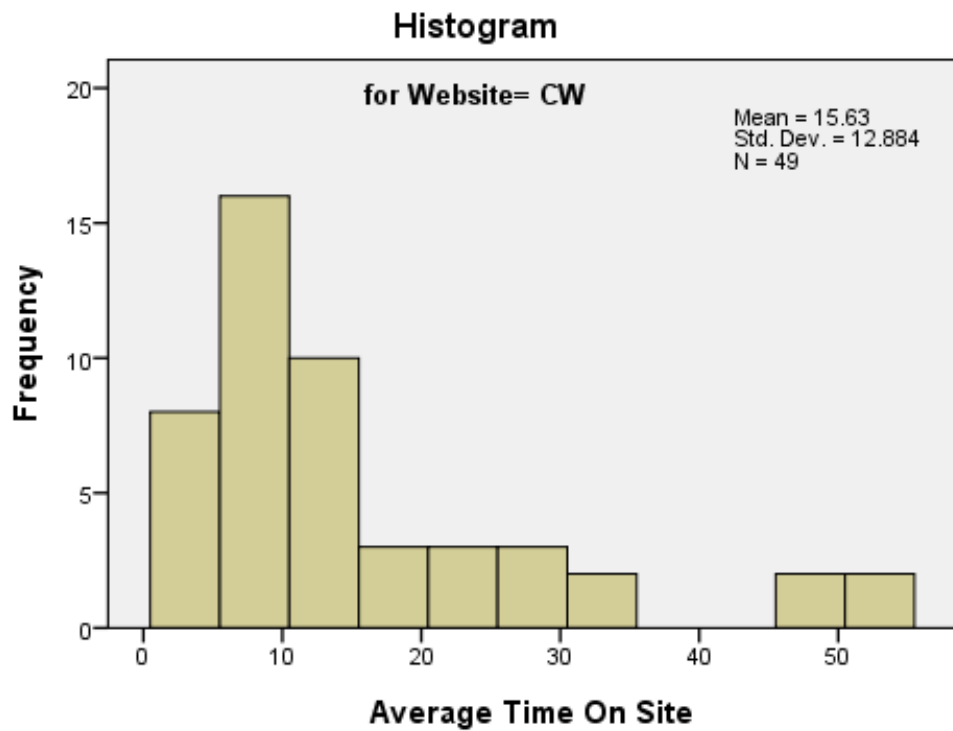
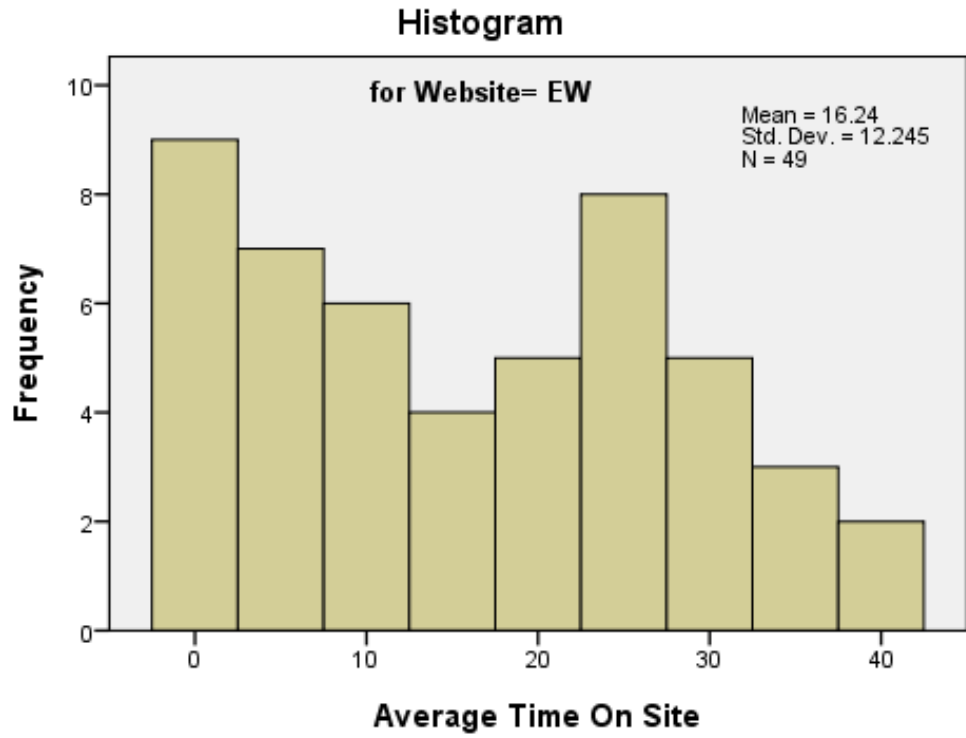
b. Return on Investment is constant when Website = EW2. It has been omitted.

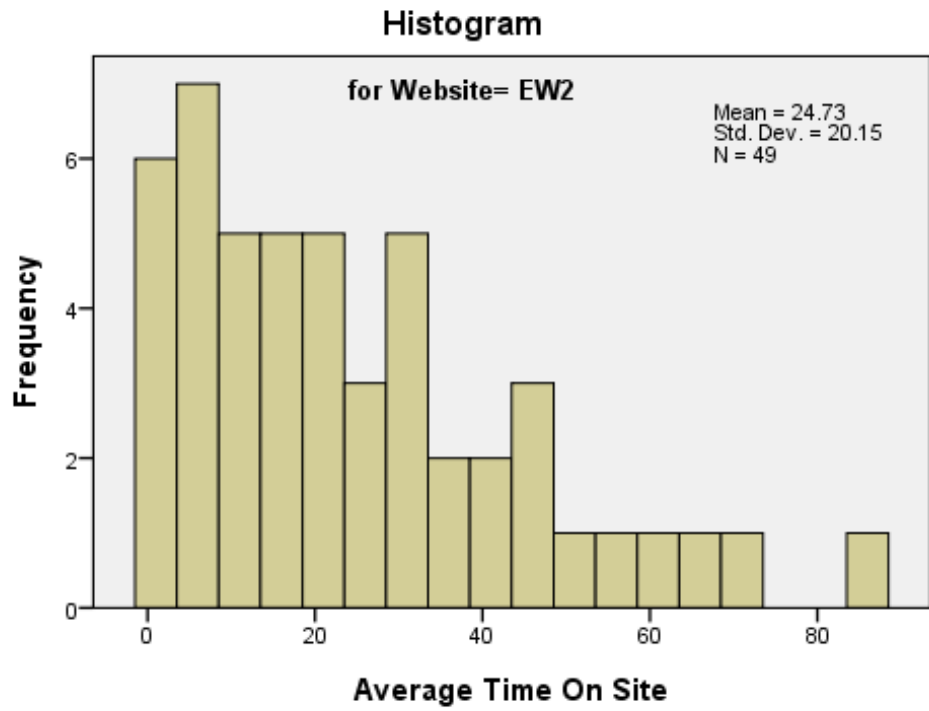
Visits



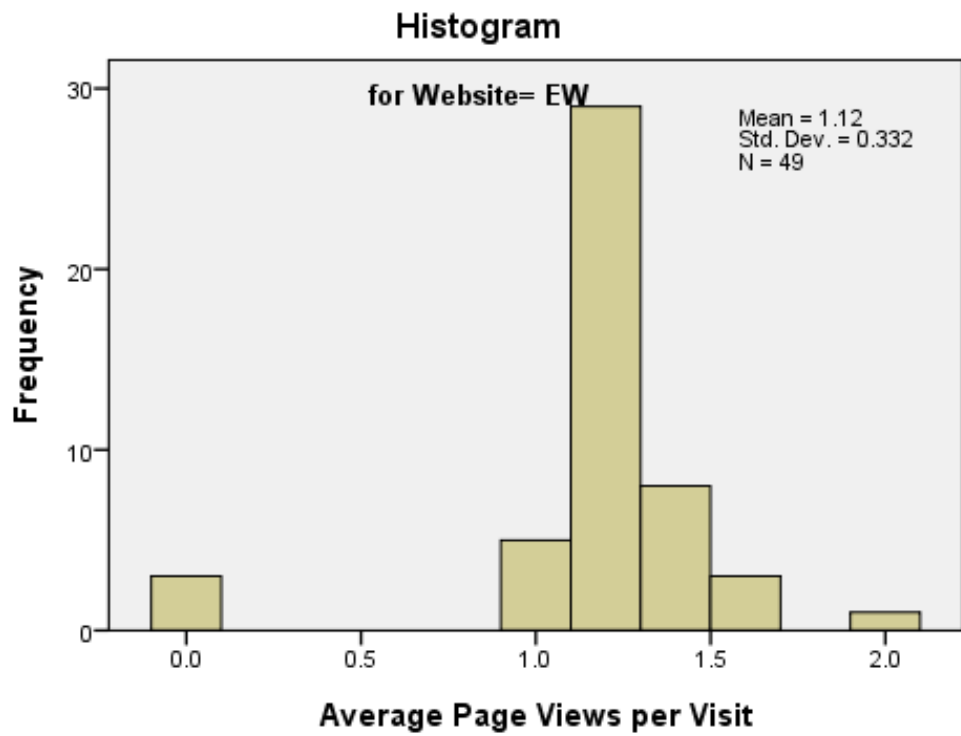


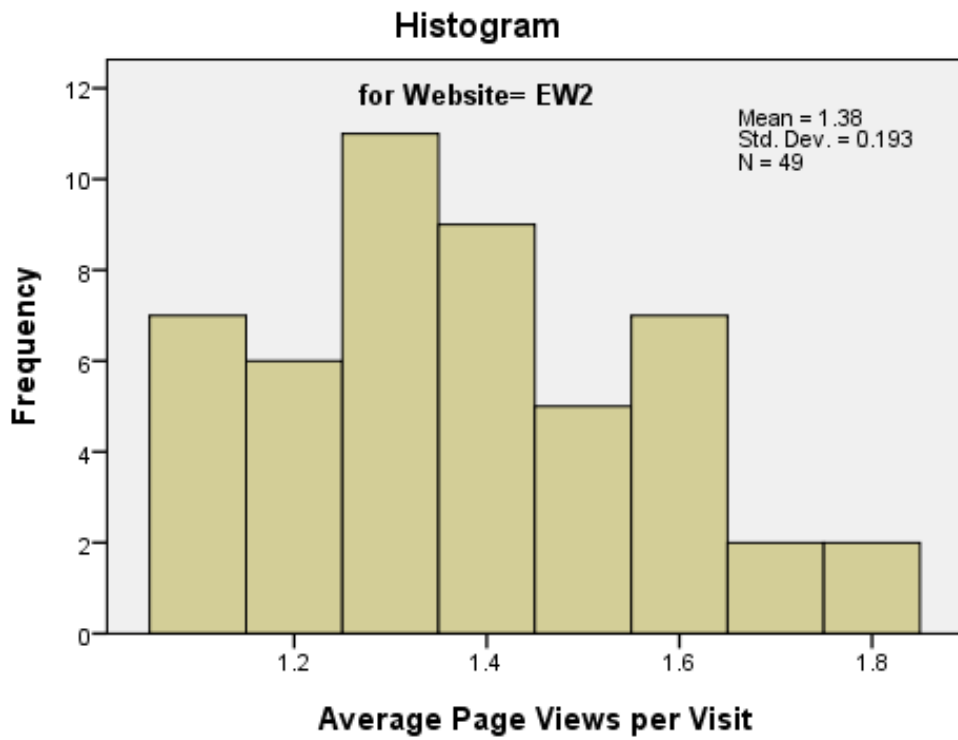
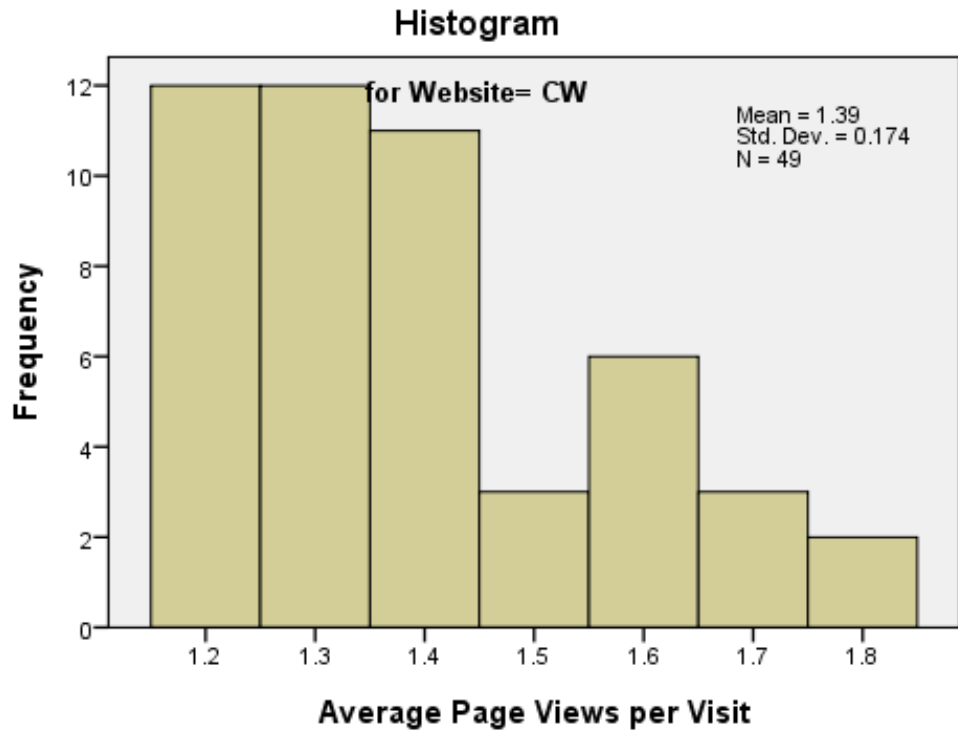
Average Time On Site



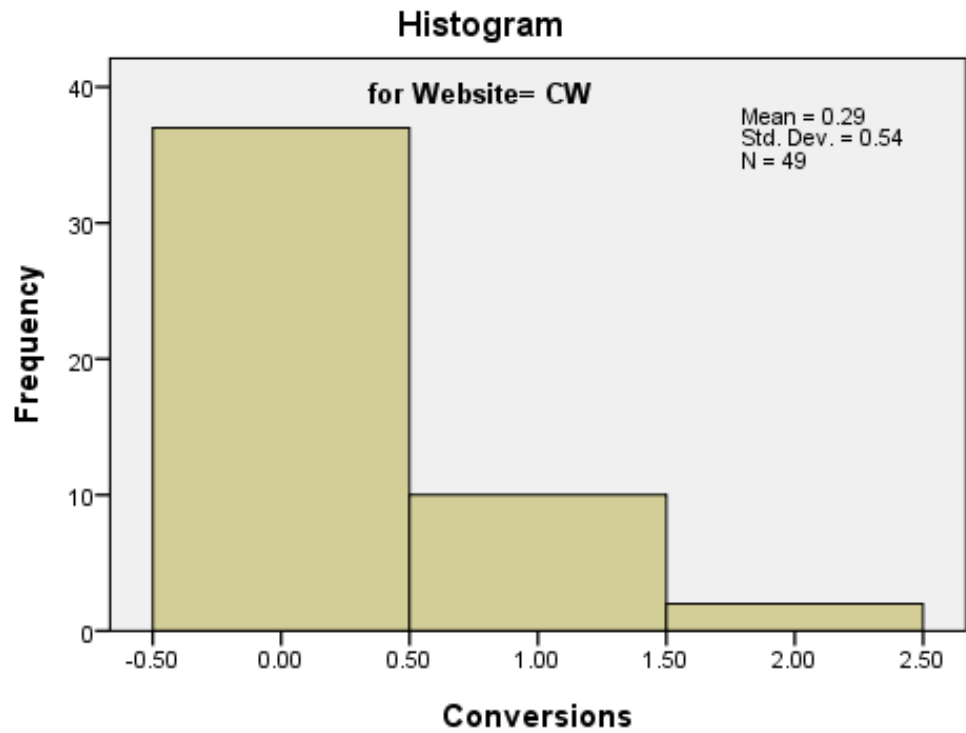
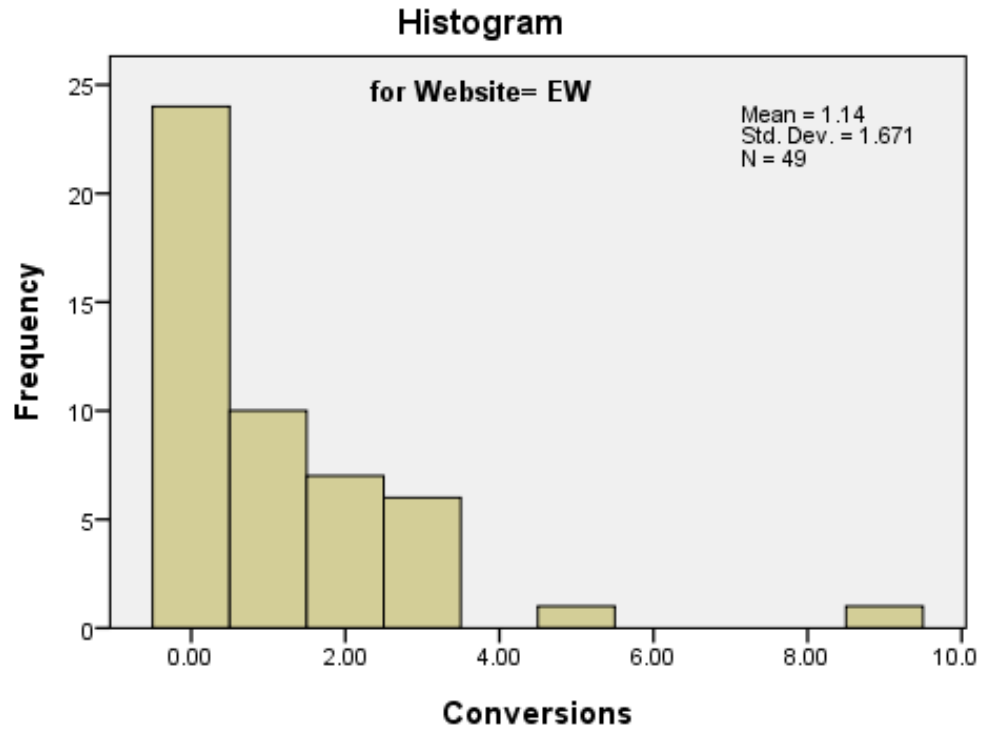


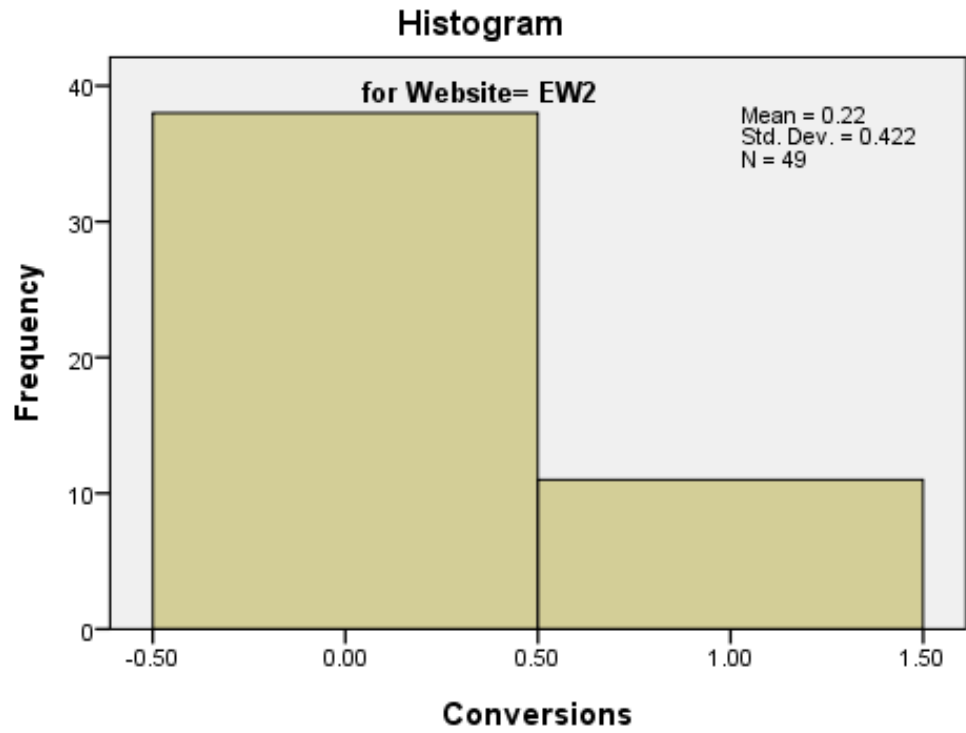
Average Page Views per Visit



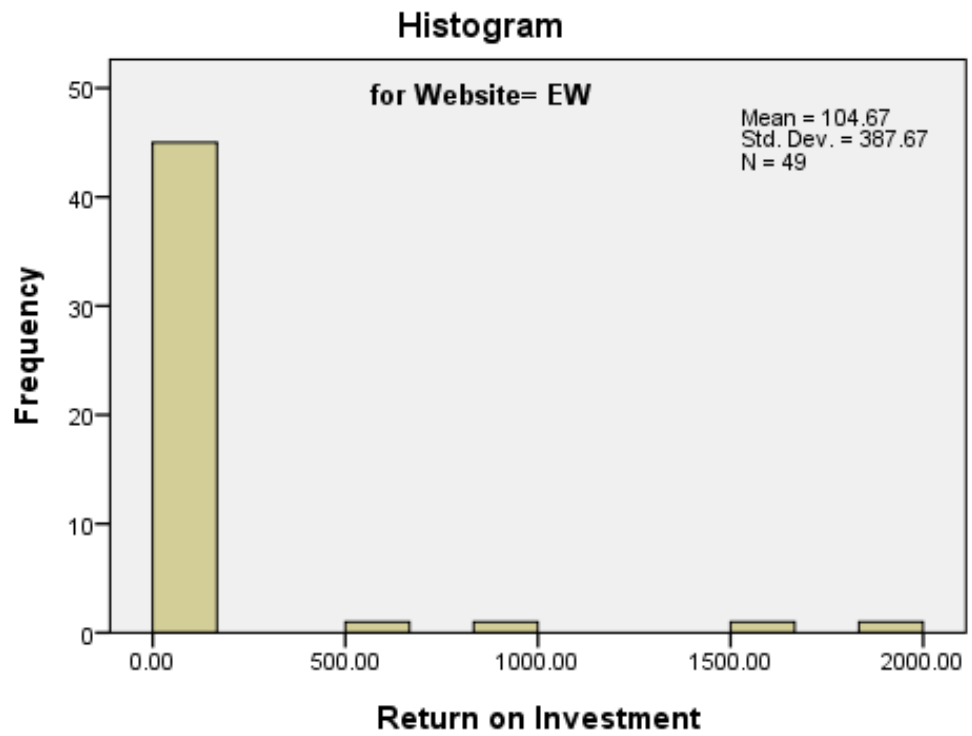


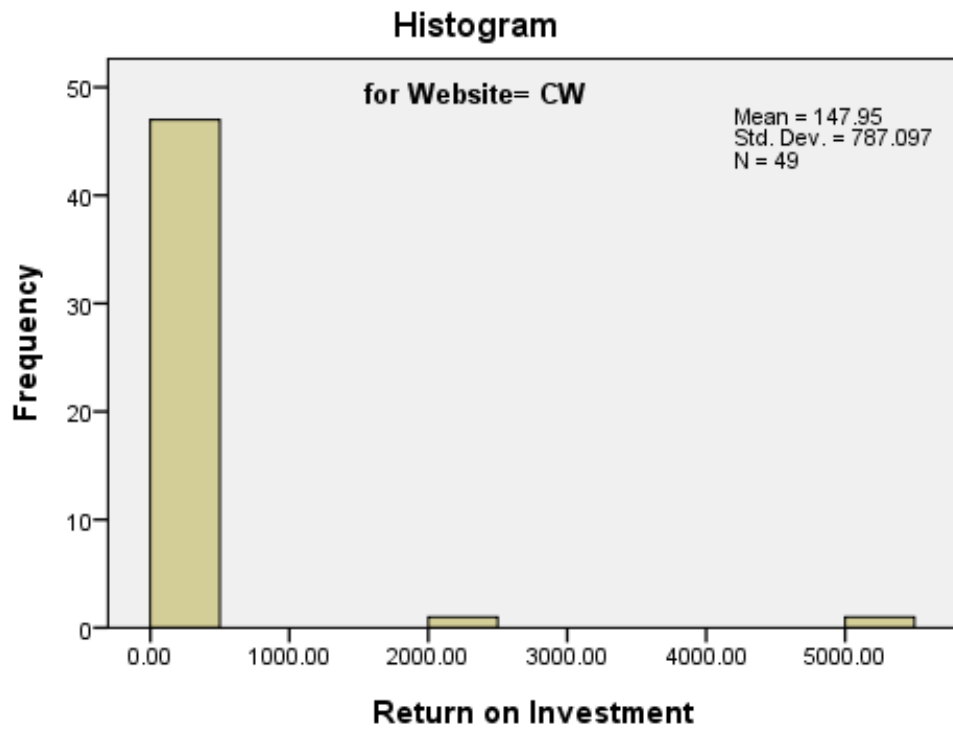
Conversions





Return on Investment





Nonparametric Tests

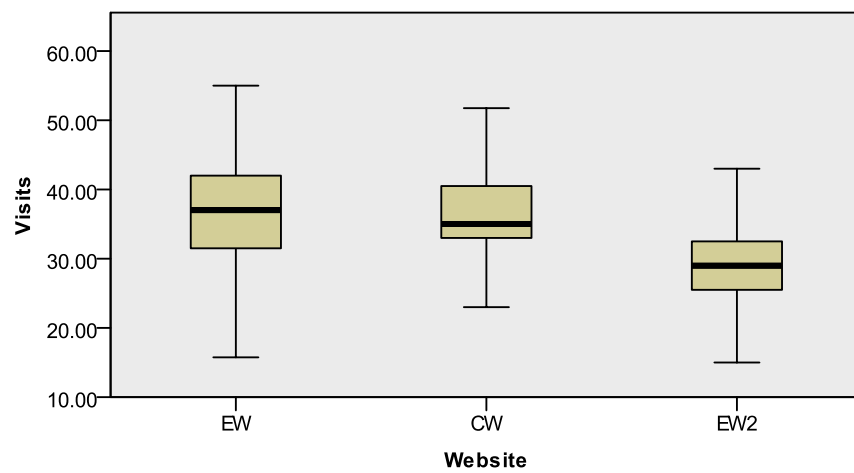
Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Visits is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
2	The distribution of Average Time on Site is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.062	Retain the null hypothesis.
3	The distribution of Average Page Views per Visit is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
4	The distribution of Conversions is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Hypothesis Test Summary				
	Null Hypothesis	Test	p-value	Decision
1	The distribution of Visits is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

Independent-Samples Kruskal-Wallis Test

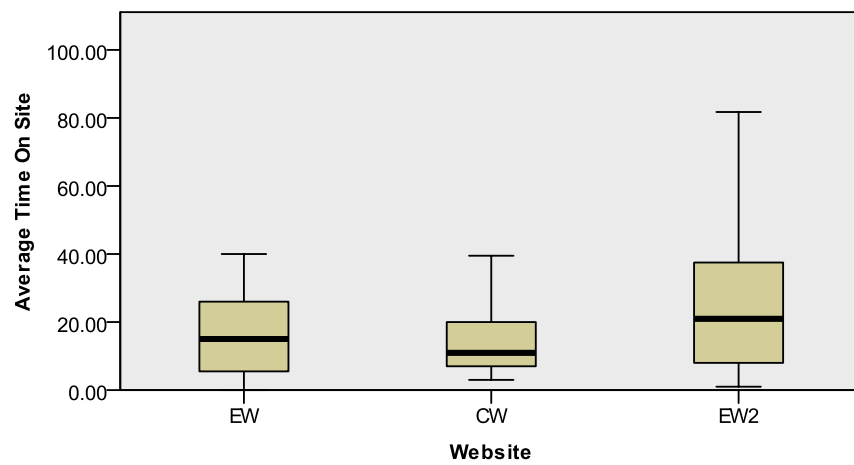


Total N	147
Test Statistic	28.844
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

Hypothesis Test Summary				
	Null Hypothesis	Test	p-value	Decision
2	The distribution of Average Time On Site is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.062	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

Independent-Samples Kruskal-Wallis Test

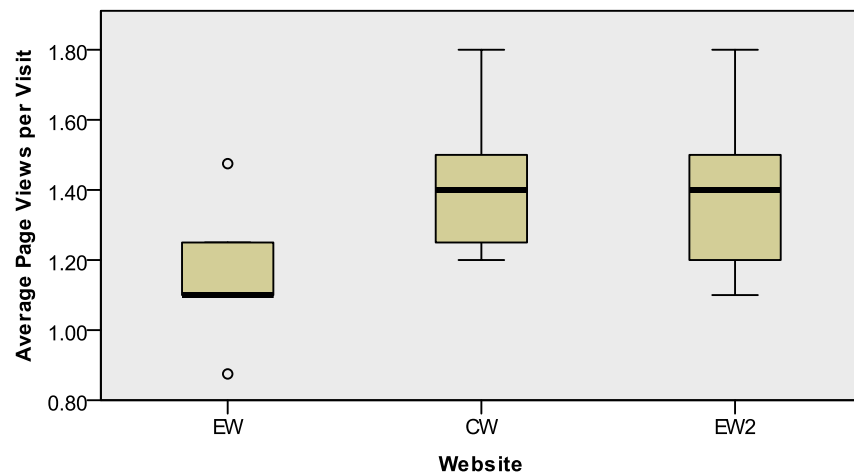


Total N	147
Test Statistic	5.546
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.062

1. The test statistic is adjusted for ties.

Hypothesis Test Summary				
	Null Hypothesis	Test	p-value	Decision
3	The distribution of Average Page Views per Visit is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

Independent-Samples Kruskal-Wallis Test

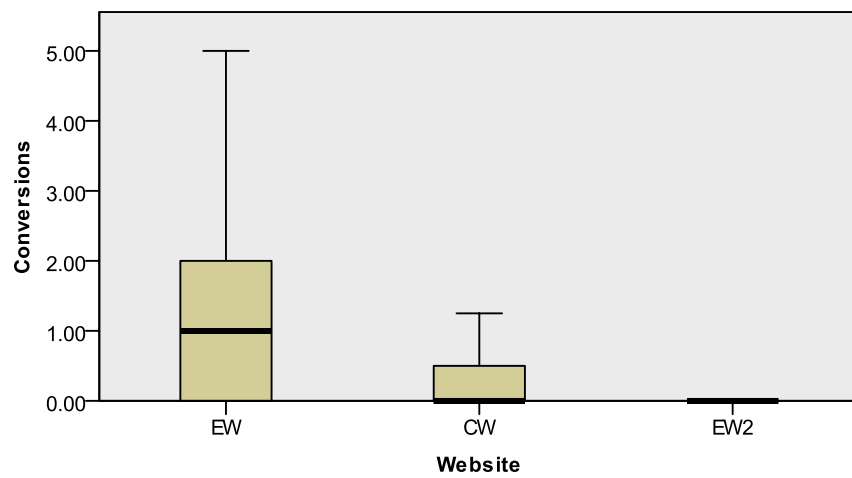


Total N	147
Test Statistic	42.288
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

Hypothesis Test Summary				
	Null Hypothesis	Test	p-value	Decision
4	The distribution of Conversions is the same across categories of Website.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .05.				

Independent-Samples Kruskal-Wallis Test



Total N	147
Test Statistic	16.546
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

APPENDIX 2Q

Journal Article 2 - Snapshot of the first page as it is actually published (IR.net)

irinformationresearch

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Search engine optimisation versus Website usability—conflicting requirements?

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Abstract

Introduction. The objective of this research was to prove that implementing search engine optimisation elements that are in contradiction to Website usability attributes is essential to improve rankings.

Method. Three Websites were used: the control Website was used for benchmarking purposes; the experimental Website was created to conduct additional experiments for Website usability and triangulation purposes; and experimental Website two integrated all on-page search engine optimisation elements but ignoring all contradictory Website usability attributes.

Analysis. Quantitative statistical analysis was conducted on the data by means of the univariate analysis of variance test, the linear regression analysis and the Kruskal-Wallis test.

Results. Experiments indicated that the implementation of search engine optimisation elements is essential to improve rankings and that Website usability attributes are essential to increase conversions (such as purchases) and thus return on investment.

Conclusions. We confirm that on-page search engine optimisation elements have a direct impact on how commercial search engines interpret Web pages in terms of ranking. Secondly, search engine optimisation elements that are in contradiction to Website usability were identified. Finally, we conclude that the application of both search engine optimisation elements and Website usability attributes are essential for maximising conversion generation.

GLOSSARY

Artificial Intelligence (Search Engine Crawlers/Spider): This refers to a program that is utilised to roam the Internet and gather data with the purpose of updating the collection of web pages stored in search engine databases.

Breadcrumbs: Relative to the visitor's origin on a specific website, breadcrumbs is a secondary navigation that helps users to keep track of their location while moving around between web pages on a particular website.

Control Website: Created by the business with minimal knowledge of search engine optimisation and website usability.

Conversion: website visitor that performs a specific action on a web page that has measurable value to the business.

E-business: Supports business performance through a digital platform. Electronic business applies both information and communication to facilitate relevant activities.

E-commerce: Electronic commerce focuses on the trading of products and services via a digital platform.

E-marketing: Electronic marketing facilitates marketing efforts through the use of electronic media.

Experimental Website: Created by prioritising website usability and deliberately ignoring all search engine optimisation elements.

Experimental Website two: Created by prioritising search engine optimisation and deliberately ignoring all website usability attributes.

Indexing: Methodical outline of the contents of a file, documents or collection of documents created by search engine software.

Inlinks: Any link leading to website 'A' from another site is considered by website 'A' as an inlink.

Internet: A sophisticated network comprising billions of web pages that are hosted via hundreds of thousands of web servers from across the world. These are interconnected through the facilitation provided by the Internet protocol.

Keyword Density/Placement/Proximity: Referring to the use of keywords on a specific web page, keyword density focuses on the number of times the same keyword is used and how far apart – as well as its location – within the content of the web page.

Keyword Stuffing: Whenever a specific keyword is repeated so many times on a particular web page that it does not make any contextual sense to the visitor.

Keyword/Key Phrase: Any word or phrase that has a direct relationship to a specific topic on which a search can be focused.

Latent Semantic Analysis: Taking into account the natural processing of language, latent semantic analysis interprets keywords and their meaning.

Off-page Search Engine Optimisation Elements: This refers to elements that the website author cannot exercise control over.

On-page Search Engine Optimisation Elements: This refers to elements that only the website author can exercise control over.

Organic Ranking Algorithm: A collection of mathematical equations which are deployed by a search engine in order to determine the ranking of content that is contained within its index in direct relation to a specific query.

Organic Search Engine Ranking: The more effectively a website satisfies a search engine algorithm when a keyword search is performed, the more positively that website will rank in the organic listings.

Pay Per Click (PPC): PPC results occupy the right side and in some instances the top of a typical SERP.

Quality Score: The price of the bid is chosen by the user, while the PPC search engine algorithm deploys a range of factors to assess the quality score. This then affects the positioning of the actual advertisement listing.

Search Engine: An artificial Intelligence program, which makes use of spiders to continuously gather documents on the World Wide Web, whereby the indexed web pages are ranked by priority relevancy based on a searchers query.

Search Engine Optimisation: SEO is the process of making alterations to a website, emphasising semantically themed keywords for search engines with the intent of improving website rankings, which in turn improves the website's likelihood of being found in the SERPs.

Search Engine Result Pages (Organic search results): The search engine web pages that list websites which search engines interpret will best satisfy the searched query.

Search Query: When a searcher requires information from a search engine, he will enter a word, phrase or group of words into a search box in order to generate relevant results in respect of his query.

Spamdexing: Websites that attempt to deceive the search engines, whereby the results provided to the searcher are non-relevant when considering the search query.

Traffic Source: The source of a particular visitor just before landing on a particular website, often an indication of what referred him to the page he entered the website on.

Web page: A website is made up of web pages, which are single HTML documents that are accessed via the Internet.

Website: A collection of connected web pages on the Internet under a common IP address.

Website Architecture: The planning and structural design of a website that involve the technical, aesthetic, content, interaction, search engine optimisation and functional criteria requirements.

Website Content: The specific copy or text that is used on a specific web page or pages.

Website Ranking: The actual website listing position in the SERPs, with special emphasis on the first position, descending in value as the listing position increases.

Website Traffic: The number of users that visit a particular website.

Website Usability: Website Usability addresses the ways a site effectively implements the body of knowledge concerning a visitor's ability to interact successfully in an online environment.