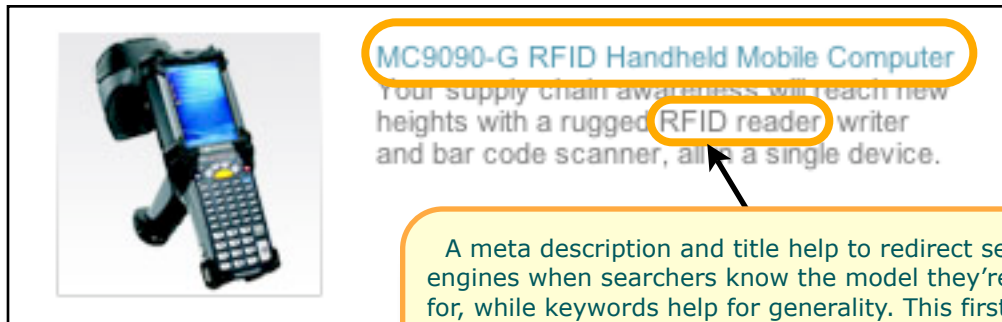


Profile: High-profile Motorola needed concise, specific SEO to integrate into their new page design. Combining technical writing with pinpointed SEO, these individual items are easy to find online and within the constraints of the Motorola website.



A meta description and title help to redirect search engines when searchers know the model they're looking for, while keywords help for generality. This first screen shot is from the category page for RFID readers.



Hundreds of pages were delivered by Write2Market writers, each written to a specially designed template to maximize the impact of search engines and keywords.

Headers reiterate the keywords for highest possible ranking. With so many similar product names, the more precisely written the page, the better searchers can find it.

Background: Under the guidance of Austin-based interactive agency FG2, the Motorola project involved writing almost one thousand pages of web copy for Motorola's redesigned B2B web site. Each page was crafted to a template in order to maintain consistency and maximize SEO impact.