



## *Business Optimization Program (BOP)*

**Don't just get  
noticed online.  
Get known.**

Your customers are searching for your products and services online right now. Is your business at the top of the search results? Unless you have a strategic plan to attract your target audience online, your competitors will continue to win your customers' business.

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### **WHAT ARE YOUR GOALS?**

You can't accomplish your goals until you define them. When it comes to marketing your business online, a clear vision of what you want and where you're going is paramount. Novo Writing takes an integrated, collaborative, and comprehensive approach to working with you so we understand your current and future marketing goals. Then we implement a customized copywriting and marketing strategy to attract customers who are already searching for the products and services you offer.



### **BUSINESS OPTIMIZATION PROGRAM OVERVIEW**

Novo Writing's Business Optimization Program (BOP) is a three-part process that enables us to 1) understand your target audience, 2) attract your target audience, and 3) persuade your target audience to take action.

#### **1. UNDERSTAND YOUR TARGET AUDIENCE**

We understand your target audience's search patterns through a process of comprehensive keyword research. In addition to being the foundation on which we'll build our program, the targeted keywords can be used across all of your online marketing strategies, including search engine optimized (SEO) articles, press releases, blogs, social networking, and more.

#### **2. ATTRACT YOUR TARGET AUDIENCE**

The BOP attracts your target audience to your Web site by submitting fresh, unique, relevant, keyword-rich articles to online directories that "feed" Google and the other search engines. We write informative, compelling articles on the

topic of your choice so your potential customers consistently see you as an expert in your field who cares about solving their problems, making their lives easier, saving them time and money, and all of the other benefits of your products and services.

As an added bonus to helping you attract your target audience, we also repurpose every article as an email newsletter FREE of charge. You can send these newsletters to your email list to share valuable information, inform customers of a new service, offer a promotion, and much more. You save time and money as you effortlessly watch your Web site traffic soar.

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### 3. PERSUADE YOUR TARGET AUDIENCE

Our BOP keyword-rich articles ultimately have one goal: drive more traffic to your Web site. Although your Web site doesn't have to be optimized for the BOP to be effective, your results will significantly improve if your Web site is also infused with keyword-rich content. Our SEO Web site copywriting services optimize your site for the search engines so you can multiply your visitors.

Once they get to your site, we're experts at converting visits into inquiries by offering a clear and persuasive call to action. Novo Writing's complete online SEO solution transforms your Web site from a static billboard that shouts at customers into a magnet that attracts them from many different sources.

#### BOP AT-A-GLANCE

As part of the Business Optimization Program, we:

- Perform keyword research to identify the keywords your target audience is searching. We use these important keywords in our ongoing BOP article marketing campaign, and you can use them in your own social networking (such as Twitter, Facebook, LinkedIn, etc.) to attract the search engines and even more customers!



- Write two unique, relevant, keyword-rich articles per month on topics of interest to your target audience. Each strategic and compelling article is written to "feed" Google and captivate customers.
- Submit articles to online directories where they are picked up by Google and other search engines to spread across the Internet. The reach of your SEO articles improves over time as more and more sites continue to add it to their databases.
- Repurpose articles as email newsletters you can send to your mailing list to multiply your marketing success. We provide newsletter versions of the articles free of charge so you can reach an even larger audience without spending any extra time or money.
- Track results so you can see where you were, where you are, and where you're going. We help you measure the success of your online marketing efforts.



## **CONTACT US**

The phone consultation is FREE. Learn how the BOP can attract customers who are already searching for your products and services online.

## **ABOUT NOVO WRITING**

Based in Long Beach, California, Novo Writing is a full-service copywriting firm specializing in marketing. We help companies increase their exposure by writing compelling copy for SEO, Web sites, article marketing campaigns, SEO press releases, blogs, email marketing, print advertising, and much more.

By bringing creative thinking, persuasive writing, and tangible results together to make businesses stand out from the crowd, Novo Writing's strategic copywriting solutions help companies reach their target audience quickly and more effectively, communicate their brand and value to the marketplace, and sell more products and services.

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