# Content Rich: Writing Your Way to Wealth on the Web

*Jon Wuebben*



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**Content Rich: Writing Your Way to Wealth on the Web** Jon Wuebben
*Content Rich: Writing Your Way to Wealth on the Web* is the first definitive search engine optimization (SEO) copywriting guide. It introduces new ways of looking at online content and provides key illustrations that show how copy influences search engine rankings and sales conversion in unique ways.

If you are a small to medium-sized business looking for a way to maximize online marketing activities, *Content Rich* will show you how it can be performed for a fraction of the traditional cost and in ways most companies never consider.

*Content Rich* also discusses the future of online content and examines ways to leverage the combined power of all types of web copy--including site, landing page, blog, article, email, newsletter, PPC ad, and press releases--to give your business a clear competitive advantage.

Overwhelmingly acclaimed by business leaders, Internet gurus, best selling marketing authors, top copywriters and the search marketing industry, *Content Rich* redefines the importance and use of copywriting for the web in a time of shrinking corporate budgets. Using simple examples, case studies and documented research, it gives you all the tools you need to start improving your online marketing efforts--today.

**Praise for** *Content Rich*:
'If you want to know the real secrets to online traffic and a non-stop turbo boost in sales, it's right here in this content-rich book. Packed with tips and techniques, insights and practical advice, this is one of those rare books that truly delivers. I loved it!' --**Dr. Joe Vitale, author,** *Hypnotic Writing* 'This book will help you make more sales and more money on the Internet than you ever thought possible!' --**Brian Tracy, author,** *Getting Rich Your Own Way*

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