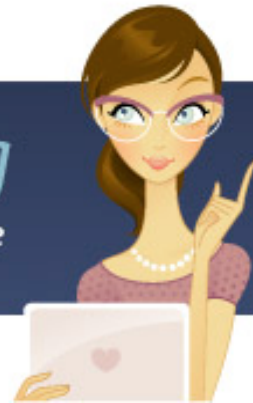


Angie's Copywriting

Effective copy, great results. Simple



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Samples

Monday, 9 January 12

Don't Blame the Snake Oil Salesman

- Appeared on Search Engine People, Canada's largest SEO company
- Nominated for a SEMMY Award
- A client comment prompted a passionate post and discussion on the real problems with SEO's negative reputation and what has to happen if that's going to change.

Clip:

" Do SEOs Shoot Themselves in the Foot?"

There's a huge issue with conflicting information in the industry. SEO Bigwig #1 says you can't do this. The search engines don't like it and they'll ban you.

SEO Bigwig #2 says that he's been using that technique since the creation of the Internet and it works like a charm. Then, you have SEO Bigwig #3 who says, well yes, that technique works, but only if you do this, this, and that first. And do this when you do that.

So, where does this confusion leave the general public? These disagreements always seem to happen in plain view of the public, and they often go viral. To put this into context, let's say it's three doctors arguing over a rash you have on your big toe.

One doctor wants to cut your whole leg off. The second doctor says there's no need to cut anything off, just put a cream on it. And, the third one wants to put you through a series of tests, cut off the toe, and cover the rest of your foot in cream for good measure. If you have three doctors arguing over your treatment, how confident would you be?

Bottom line: people can't put their trust in SEO like they can in other industries because nothing is definite. No standards, no regulations, not even a set of general rules, unless you follow the webmaster guidelines published by the search engines. And, if you think that's all you need, refer back to the first section where we discuss the whole 'search engines are a profit making company' thing..."

Cypress Hills Winery & Vineyard

- Appeared in Western Living Magazine, online and in print
- One of Western Canada's top travel and lifestyle magazines
- Created to share the beauty and uniqueness of the local area, this piece introduces readers to Saskatchewan's only vineyard, one of the province's hidden gems.

Clip:

"The Cypress Hills are justly known for their breathtaking beauty but if a local vigneron has its way they may soon be Canada's newest wine destination. Nestled at the foot of Cypress Hills Interprovincial Park, the [Cypress Hills Vineyard & Winery](#) is the labour of love of Marty and Marie Bohnet, who helm Saskatchewan's first

commercial vineyard and winery. And while cabernet is available, imagine the look on your guests' faces when you pull out a bottle of the saskatoon, chokecherry or rhubarb wines offered here. Vineyard tours are available and are followed by a light meal and wine tasting on the patio of the winery's bistro."

Lean Manufacturing and Freelance Writing

- Appeared in online and offline publications created by The Society of Manufacturing Engineers
- This professional trade organization is the go-to source for a variety of industry information, education, and events. The organization's editor approached the company and requested the piece, after encountering a post I had wrote on a similar topic
- Written to show the versatility of these important principles and inspire professionals to take the lessons they've learned about lean manufacturing and apply them in the office to improve their efficiency and their businesses.

Clip:

"The writer divides large projects such as a 300-page ebook into pieces. These go into the schedule first, followed by smaller projects such as a single piece of web copy. Last minute projects go straight into the earliest available time slot, as soon as they arrive. This allows the writer to complete large projects, small orders, and rush jobs, without having to push.

Lean scheduling methods have resulted in numerous other benefits as well, the reduction in lead times being the most apparent. While other writers book two to four weeks in advance, lean manufacturing principles have shortened this lead time to mere hours in some cases. Writers can complete projects days ahead of the deadline, which creates time for adjustments or last minute requirements.

The additional time created by the lean mindset has eliminated the pressure created by tight deadlines. If the demand and workload increases, you have time slots available. If you need to add hours to your schedule, you still work far less than you would with traditional scheduling methods..."

A Few Other Places You'll Find Angie's Copywriting and Angie Nikoleychuk:

- [Divine Write](#)
- [Search Marketing Wisdom](#)
- [SEO Copywriting](#)
- [Site Reference](#)
- [Holistic Search](#)
- [State Government of Victoria, Australia](#)