

# 13 Lucky Words to Transform Your SEO

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Hi,

The words you use in your Page Titles, Page Descriptions and URLs are vital to the success of your SEO, use the following words to help you boost your SEO.

To get your website listed on the 1st Page of Google you need to have your Keywords in your Pages Titles, Page Descriptions/Page Content and URLs. But, to stand out on the 1st Page of Google it is important to entice clicks by using the following words alongside your Keywords.

**Print this out, stick it on the wall and use the following words:**

## **Free**

Everyone loves it when it's Free, if it's Free there is no risk involved so Free is a great way to generate leads.

## **Guaranteed**

When people are introduced to your service there is a limited amount of trust so by adding a guarantee to your product or service this will help to increase the amount of people who take the risk often by as much as 30%

## **Easy**

Life is complicated, if your product or service makes peoples lives easier you need to shout it out. We all love stuff that's easy and we want things to make our lives easy.

## **Solve**

If your product or service solves a problem you need to identify the problem and then go on to explain how you can solve that problem.

## **You**

How are You feeling today? Do you see how that question and the rest of this paragraph speaks directly to you, thousands of people will read this article and the only word that makes you feel as if I am talking directly to you is the word YOU. The words You or Your are Magic, they create a personal communication with your readers.

## **Important**

If it's important people want to know about it. It will grab their attention which is the most important thing.

## **Now**

At certain times you need to tell your customers what to do. You want them to contact you and you want them to do it now, not next week. Call Now for Details etc.

## **Yes**

The word yes is very positive and encouraging, use it as much as possible in your conversations with prospective buyers, even if you are not sure about something just say "Yes, that shouldn't be a problem"

## **Latest**

Who wants last years model, people will pay more for the latest model and some people won't even consider having anything else but the latest version/technology etc.

## **Limited**

Scarcity will make people act quickly, if there is a limited number available or if your offer is for a limited time only you need to really shout it out.

## **Fast**

The world now expects everything to happen faster than ever so if you can do something really fast you should advertise the fact, people take notice.

## **A Person's Name**

Dear Sir/Madam does not cut the mustard anymore, all of your communications with potential and existing customers needs to be personalised otherwise they will feel as if you are mass marketing to them and you will get more people wanting to be removed from your list.

## **Proven**

Because of the amount of scams going round nobody trusts anybody these days so it is increasingly important to include as much proof in your marketing as possible. Social proof in the form of customers testimonials are great and should be used in all of your marketing.

Good luck with your SEO.

Best wishes

Leonardo Wood

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