

Rapid Fire Product Reviews – SEO Writing Tactics & Tips

**Quick and Easy SEO Tricks to Improve
Your Product Reviews**

By Steve Hines

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This document contains business and writing advice, that has been very successful for me, but being as we live in a world where not all things are the same across the board, you may not experience the same results.

I've gone to every effort to teach you every step that I take to write product reviews for profits, but you may not experience similar results at all. We all know that there are no full-proof systems, so if you are reading this document with hopes of getting a guarantee on how well you'll do or how much money you'll make, no such promises or guarantees are offered by the author.

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Now that you've learned the secrets of quickly writing powerful, high quality, high converting product reviews, by using the Rapid Fire Product Review Writing System, I've got some powerful little SEO secrets to help you make your reviews more search engine friendly.

As usual, I'm not going to bore you with stories about all of my exciting adventures (YAWN) as a freelance writer-for-hire. Instead, I'm going to cut straight to things and equip you with some simple, yet amazingly effective ways to keyword optimize your reviews for even better results.

Are you ready?

OK, buckle up because we're going to cover a lot of ground very quickly...

Rapid Fire SEO Tip #1 – Double up on your titles

As you know, it's important to get your targeted keywords strategically placed throughout your review articles. Of course, you don't want to go overboard and stuff your keywords so heavily in the article that it looks like a bunch of nonsense. Besides being bad for your readers, it could also get your pages penalized by the search engines.

There are some smart ways, though, to add some real keyword punch to your reviews. And the best place to start, as they say, is at the beginning.

If you really want to juice your headlines, you can do more than just put the product name followed by the word review. Although this is a good, basic way to write titles for your reviews, with a little creativity you can add some additional keywords to the title.

Here's an example. Let's say that we're doing a review for this product:

http://www.amazon.com/Porter-Cable-C2002-WK-Oil-Free-Compressor-Accessory/dp/B000N5UHK0/ref=sr_1_1?ie=UTF8&qid=1306204485&sr=8-1 - not an affiliate link.

OK, you know that the official product name is Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor with 13-Piece Accessory Kit, right?

So we could make our review title, something like this:

Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor with 13-Piece Accessory Kit Review

Which would be OK. But how about this to get more bang for your SEO buck?

Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor Review – Is it the best air compressor?

Do you see what I did there? For virtually every product type, a crucial keyword is “best XYZ” or in this case “best air compressor” by shaving off a bit of the official product name and adding in the question “Is this the best air compressor?” We've made our title a little more appealing to readers and filled with more keywords for the search engines.

Easy enough?

Try it for yourself. You know I like to give homework assignments, right? So take your original product review that you created during the main Rapid Fire course, and try to jazz it up with an additional keyword phrase. It's easy and it makes your headlines much more effective.

Rapid Fire SEO Tip #2 – Don't Neglect Sub-Headers

If you followed along with the steps in the Rapid Fire main writing course, you saw that I stuck sub-headers in to make the review look better. Well, these sub-headers are the perfect spots to add in some additional keywords.

Going back to the example from Tip #1, let's look at some possible sub-headers and how we can use them to get even better SEO for our review.

As you remember, our product is called the Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor with 13-Piece Accessory Kit. Now, if we can fit that name, or the most important parts of it anyway, into our sub-headers, we're going to really make this article attractive to the search engines.

So here are some SEO sub-headers that you might want to consider for this particular product:

**Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor –
How Powerful is it?**

**Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor –
One, Durable Air Compressor**

**What Are Customers Saying About the Porter-Cable C2002-WK
Oil-Free UMC Pancake Compressor?**

And notice that I made those sub-headers bold. You should do that when you post them to your websites too. I'd even recommend making them H2 Headers, so you get more SEO value from them. A bold, H2 sub-header with the main keyword is SEO gold. However, to make your article look good, I wouldn't use more than one or two of these types of headers per review, and I'd never put two of them in a row.

Homework Anyone?

Go back to your original article and find some ways to sneak in some keyword-rich sub-headers.

Rapid Fire SEO Tip #3 – Reviews in your Review?

Another coveted keyword phrase for most products is “Product Name Review” or “Product Name Reviews.” And there are several points in your article where you can drop these keywords in without making them sound forced.

One of my favorite ways to use this kind of keyword dropping is to get it in early and get it in late. During my opening paragraph I'll often put in a sentence that reads something like this:

(Having already mentioned the name of the product beforehand) – I've heard so many good things about this model and read so many positive Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor reviews online, that I couldn't resist writing one myself.

Or this...

This air compressor has been getting a lot of buzz lately, in fact I researched over 20 Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor reviews from real life customers while writing this Porter-Cable C2002-WK Review.

And then I like to close out my reviews, in the section where I mention the Customer Reviews with something like this:

No Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor review would be complete without mentioning the customer reviews I found online.

Simple ways to add your targeted keywords, along with the coveted “review” to get even more juice for your online reviews.

Rapid Fire SEO Tip #4 - Be Bold

There are some times when you just have to be bold. And your reviews are the perfect time to get bold – with your keywords at least.

As you probably know, the search engines will add a bit of weight to any relevant bold words that it notices in your reviews.

With that in mind, don't be afraid to use a bit of formatting to make your most important keywords bold. Not only does this help to optimize your reviews, it also helps to keep people reading through and to get the attention of skimmers, who don't read every word.

If you're using Wordpress, it's simple to make your keywords bold, simply highlight them and then click on the little doodad that makes them bold – looks like the letter B. If you're into HTML, you probably don't need me to tell you that you can use the `<b>` tag or the `<strong>` tag to get the same effect.

I'm not going to give specific examples on this one, as this tip is self explanatory. You know your keywords, so make them bold. And don't just do it for the product name. If your review is for the Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor, you'll undoubtedly be writing the word air compressor a few times throughout your review. So go ahead and make a few instances of that keyword, along with the product name bold.

OK. I lied. Here is a quick example.

The **Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor** is one of the most popular **air compressors** on the market today. If you've been thinking about buying this model, you may be wondering if it's the **best air compressor** to meet your needs.

See there? We got three instances of important keywords all in bold, and no one is any the wiser.

Homework

OK, you know the drill. Dust off that sample review of yours, and make it bold. Don't go overboard, but do make use of this valuable SEO formatting tip.

Rapid Fire SEO Tip #5– Putting it all together

You now have four valuable SEO tips to help make your reviews search engine optimized, while still being readable and engaging for your readers.

Let's take a look at how we can incorporate all the tips into a nice looking, search engine optimized review. I won't write the whole review, but you'll get the idea from this example:

Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor – Is it the Best Air Compressor?

Having a powerful **air compressor** is crucial when you work with pneumatic tools. After all, if you have no air, those **air tools** aren't going to do you much good, are they? One model that's getting a lot of attention from customers all over the world is the **Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor**. Customers have published some pretty positive **Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor reviews** online, so I decided to research this air compressor to find out if it really is one of the best air compressors around.

The Porter-Cable C2002-WK Oil-Free UMC Pancake Compressor – Is it Powerful?

.... rest of review would follow...

See what I did in that short example. Here are all the SEO writing tips in action:

- Title includes the product name keyword and secondary keyword of “Best Air Compressors”
- Strong keyword of “air compressor” is in the first sentence and formatted bold
- A minor, relevant keyword “air tools” is in bold in the next

sentence

- Then the product name is listed again, but this time as bold text in the paragraph
- As I got close to the end of the paragraph, I got the product name, followed by “review” and put that phrase in bold font
- Finally, as I moved on to the next paragraph, I set the topic up so readers would know what to expect, while I also included the product name keyword again for an H2 heading in the review

Now, this example is a bit forced, as it is more to demonstrate the SEO tips from this guide, but you get the idea, right? It's easy to put in the right keywords, in the right spots, and formatted the right way, to get the best SEO into each and every one of your reviews. And we did it all while making the article formatted better for serious readers and skimmers alike.

Naturally, you will want to balance these SEO tips throughout your reviews and avoid the temptation to stuff every one of these tricks into every sentence. Just stay natural with your flow, like you are talking to a friend, but go back and revise to find spots where you can strategically employ these SEO tips.

Your Final Exam

Now that you've done all your homework for the main Rapid Fire Guide, as well as the SEO assignments here, it's time for your final exam. Pick a new product, follow all the steps in the Rapid Fire system, and jazz it up with these SEO tips. Then either put the article up on one of your sites, or offer it to potential clients as your sample article. Once people see that review as your sample, get ready for the writing gigs to roll in, because you'll have a fully optimized, killer review sample that smart marketers will recognize as high quality writing.

And remember to keep practicing these tips along with the main review writing steps. The more you do them, the quicker they become second nature, and you'll find that you're putting these SEO elements into all of your writing without even thinking about them at all.

Here's to your success! Now get to writing – there's money to be made!