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The Art of Writing for SEO

DIFFERENTIATING AND WRITING FOR SEO CAMPAIGNS

Any good SEO campaign relies on well-written content. After all, if you want Google to rank you well one of the best ways to catch their attention is to provide their users answers to their search queries. Google appreciates fresh content, unique content, and informative content, and they're willing to give your site higher rankings in exchange for it. Our in-house SEO writers are trained to write the type of blogs, guest posts and item descriptions that attract Google's attention. Check out some of our samples to see what kind of content you can expect our writers to produce during the course of an SEO campaign.

TYPE: On-Page Content

Gabriel and Company Earrings

Following in their father's footsteps, Jack and Dominick Gabriel founded Gabriel and Co. in 1989 and have been designing classic and timeless jewelry ever since. With a passion for creating beautiful designs adorned by women all over the world, Gabriel and Co. has been voted the #1 jewelry brand for 3 consecutive years in 2016, 2017, and 2018. Each of their designs is individually handcrafted with attention to detail to ensure quality and precision. Love My Swag carries Gabriel and Company earrings, necklaces, rings, and bangles. Shop our selection of fine jewelry from Gabriel and Company to add elegant and time-honored pieces to your collection.



TYPE: Augmented Blog Content

Understanding the Ocean plastic crisis

When most people hear about the **ocean plastic crisis**, they think about hot button topics like the great pacific garbage patch which has received a great deal of publicity over the last decade. Here at *Company*, we want the public to understand that the true nature of this pollution crisis is not just found in the distant center of our oceans; it reaches every shore across the globe. Everyday plastic is continually dumped into the ocean where it is free to circulate. In the roughly 70 years since widespread plastic production began, the exponential rate of production and low rate of recycling have led to millions of pounds of plastic entering our oceans every year.

Plastic itself was heralded as a miracle material around the dawn of the 20th century. By harnessing natural and synthetic polymers, flexible plastic materials began to become widespread in the 1950s. Because of its low cost, waterproof properties, and ease of manufacturing, this new material quickly found its way into countless products. Now, almost 70 years since mass production began, we are dealing with the realities of widespread plastic use.

One of the reasons plastics were so highly valued was their sturdiness. Plastics did not shatter like glass or rot like wood. Instead, they remained flexible and resilient. While these properties make plastics an amazing commercial material, they have also made plastics a nightmare to get rid of. Since widespread production began, due to a lack of data, no one knows exactly how much plastic has become waste. Estimates on the topic vary from 1 billion to over 5 billion tons of total plastic waste in the world with a large portion of that waste ending up in waterways and, ultimately, the ocean.

Humans have historically used waterways to dispose of waste since organized societies first emerged. The basic concept is simple, throw your waste into moving water and it is carried away never to be seen again. While this practice had minimal impact when simply being used to remove sewage and food byproducts, the industrial revolution began the process of dumping hazardous and toxic waste into waterways. As long as the waste was carried away, it ceased to exist in the eyes of polluters and this process has remained in place for nearly 200 years.

Flash forward to the modern day and we see that this long established practice is finally catching up to us. Plastics will not simply go away when we dump them in the sea. The ocean's cooling effect and saline environment actually help prevent the rapid decomposition of plastics' high mass polymer structure. When you add the fact that plastics tend to be buoyant, the result is thousands of pounds of dumped plastic following currents until they eventually wash up elsewhere.

Company was founded as a direct result of this **ocean plastic crisis**. While on a trip to Bali, our founders Alex and Andrew discovered beaches, which should have been gorgeous tropical oases, instead covered in piles of plastic waste. They

watched as more and more waste built upon the shores with every break of the waves while local fishermen battled through the deluge just to reach open water. Horrified by the sheer magnitude of this seemingly unending tide of plastic, Alex and Andrew decided to create a business focused on removing plastic from our most valuable natural resource. *Company* is dedicated to funding plastic cleanup efforts across the world. We are able to fund this work by selling our bracelets. Instead of relying solely on donations, we developed a system where every bracelet we sell helps to fund the removal of at least one pound of plastic waste during one of our clean up projects. This approach both helps us maintain funding for our cleanup projects and promotes awareness for this important cause.

Using a lifestyle brand to fund our cleanup may seem unconventional, but it allows us to use our profits as we see fit in ways that would not be possible for a non profit. In order to maintain transparency, we verify our clean up results and how our funds are allocated with the Better Business Bureau. Over 98% of our profits go towards our clean up efforts and we want our customers to be absolutely certain that every bracelet purchase goes directly towards plastic clean up.

We make all of our bracelets from recycled materials. The bracelets are made with a combination of post consumer plastic waste and about 5% ocean plastic and glass. While we promise to remove one pound of plastic for every bracelet sold, our current numbers actually far exceed this promise. Our bracelets not only contribute directly to funding our clean up efforts, but they also help spread awareness about the *Company* mission.

We take the profit from these sales and use it to manage facilities and hire clean up crews and ships to remove plastic 7 days a week. We currently are operating out of Florida, Bali, Haiti, and Texas after only two years in operation. As we continue to grow, we look forward to spreading the *Company* cleanup efforts to new locations around the globe. We are also investing in new technologies that we hope will help prevent plastic from reaching the Ocean and make removal easier.

Our mission is not only to remove plastic from our oceans. We aim to raise awareness of what pollution is doing and work to stop the flow of plastic into our waterways. Since we were kids, we've been told to cut the plastic six-pack rings from our cans to avoid wildlife getting caught in them. This kind of advice is aimed at risk management. It assumes the plastic will end up in nature and aims to mitigate the damage it will cause. While these risk management measures are extremely important for wildlife, we have to start focusing on strategies that do not just manage risk, but address the causes.

Removing plastic from shorelines and waterways is itself a form of risk management aimed at avoiding the spread of plastic into the ocean's food chain. The reality of the **ocean plastic crisis** goes far beyond the waste we see washing

up on shores. Plastics degrade slowly and are waterproof, which are two properties that make them both a valuable commercial material and an environmental hazard. Without human intervention, it could take a plastic bottle nearly five centuries to degrade. Sadly for our ocean's wildlife, decomposition is not the same as erosion. The plastic debris we see littering shorelines and floating in the surf are just the tip of the iceberg.

While plastics may not rapidly degrade, they can easily erode. Between the constant movement of the seas and being dashed against sandy shores, large plastics can be worn down into countless tiny pieces of plastic over the span of only a few years. These microplastic granules may be nearly impossible to see, but they can have a huge environmental impact.

As microplastics circulate, they are consumed by invertebrates and small fish. While this is obviously troubling, the true danger lies in an effect known as biomagnification. Many plastic compounds are persistent, meaning they will be stored in the body because they cannot be broken down. If small plankton consume tiny quantities of microplastic, they will probably be able to survive, but the persistent plastic chemicals will remain in their bodies.

When small fish consume those plankton in large quantities, they end up with a larger amount of persistent plastic chemicals in their bodies. This magnification increases up the food chain until larger marine predators like whales, dolphins, and seals end up containing dangerous levels of plastic chemicals. As these affects continue to amplify, the ability for humans to consume seafood safely will also be in jeopardy.

While some plastic pollution begins in the form of microplastics, a majority of microplastics in our oceans are created from the erosion of large plastic waste. Removing this waste and keeping it out of our oceans is one of the best ways to slow the exponential expansion of the **ocean plastic crisis**. The task of removing microplastics from our ocean is literally like trying to remove a needle from a 100-mile high haystack covering the entire USA. This is why it is so crucial that we collect large plastic waste from the ocean before they are eroded to the point that we can no longer hope to remove them. With millions of tons of plastic entering our oceans every year, cleaning it all up is a huge job.

Obviously combatting the **ocean plastic crisis** is not a task that our team at *Company* can achieve alone. Global crises require global solutions and we are proud to partner and donate to other organizations who share our core mission. We also conduct ocean cleanup operations around the globe where teams of local volunteers remove plastic from

their shorelines. These local operations contribute to our mission but, because they are not funded by bracelet sales, we do not include the results of these operations in our total cleanup numbers. The counter on our website only reflects the achievements of the teams we fund so customers can get a clear idea of how much plastic we have removed as a result of their purchases, not the kindness of strangers. In reality, our efforts have removed far more plastic than these metrics suggest.

In addition to our clean up efforts, we are also proud to support the efforts of other organizations dedicated to helping the oceans. We donate to several non-profits and we recently partnered with 1% for the Planet in order to ensure that at least 1% of all of our profits go directly to funding various environmental efforts around the world. These actions help extend the good we can do with our bracelet sales without needing to pour expenses into creating and staffing new homebases across the globe. While we can't be everywhere, we want our reach to extend as far as possible.

We are also happy to support environmental groups that are dedicated to making sure that plastic is properly recycled before it can end up in our oceans. Globally less than 10% of plastics are recycled and the remaining 90% of global plastic products end up split between landfills and waterways. Finding new ways to recycle these products and new methods for producing biodegradable plastic is a crucial step to making our use of plastic sustainable.

While we are extremely grateful for everyone willing to fund our mission or come out and volunteer, we know that not everyone can buy a bracelet or reach a cleanup site. Just because you aren't working directly with *Company* doesn't mean you can't be part of our mission. There are so many simple things every person can do to help protect our ocean. Whether you make the choice to avoid single-use plastic or you just make sure your plastic waste ends up in the recycling bin instead of the garbage, we salute you for making these small life choices.

It takes billions of grains of sand to create a beach and it will take billions of people making small but important choices to keep them clean. The ocean is truly our greatest natural resource and now is the time to stand up as a global community to protect it. Whether you want to support our cause directly by buying a bracelet and becoming a volunteer or you just want to learn more about the **ocean plastic crisis** and the steps everyone can do to help, visit our website for more information. We know that if everyone who cares about the ocean contributed to cleaning them, we will be able to continue down this road to recovery and ensure that our marine environments continue to thrive for millennia.

As you can see, each of our SEO content pieces focuses on a particular keyword. These articles are written to demonstrate to Google that your site is a reliable publisher of information about the topics that you want to rank well for. When Google considers you to be a trusted authority on these topics, they feel more comfortable sending their users your way for answers to their search queries. The more unique SEO content you can publish during an SEO campaign, the more trust you'll build with Google.

TYPE: Blog Content

Why Your Business Needs An Interior Plant Service

Plants are a perfect way to add a touch of life to your workspace. Not only does the addition of plants make your space look better, but they also will help employees focus and assist in cleaning the air in your office. While the benefits of adding plants are clear, the issue of choosing which plants will survive in your office and staying on top of their care can be too much for many employers. Instead of forgoing the addition of plants entirely, and missing out on their benefits, hiring an **interior plant service** is a perfect way to get the benefits of a planted space without the hassle of maintaining both an office and a greenhouse.

Interior plant services are businesses that specialize in installing and maintaining planted spaces. Here at Plantscapes USA, we help both home and business owners in the Philadelphia area design and install the gorgeous planted spaces they need. We offer free consultations for potential clients who are interested in our services.

Adding plants to an indoor space takes careful consideration. Different interior plants will require different levels of sunlight, and our experts can help you find which plants will thrive in your space. Popular plants that often thrive indoors include:

- *Pothos* - A resilient vining plant that loves water but can handle dry periods extremely well. They come in several varieties and cuttings will root easily in water
- *Philodendron* - A range of gorgeous plants that enjoy bright indirect light. With varieties including vining plants and gorgeous ornamental species with broad leaves
- *Dracaena* - African plants that grow a sturdy woody bamboo-like stem with long leaves packed in tight groupings, almost resembling corn leaves.
- *Zamioculcas* - Resilient plants that grow pairs of gorgeous glossy leaves along the length of their stems
- *Snake Plants* - Plants made up of long beautiful thick leaves that feature an almost reptilian mottled green pattern with bright yellow edges
- *Fiddleleaf Fig* - A small tree tightly packed with large gorgeous
- *Spider Plant* - A long leafed grassy plant that almost thrives on neglect, these tough plants will regularly produce free-hanging plantlets on specialized branches.
- *Ferns* - There are hundreds of fern varieties, and many

enjoy and thrive in indirect light

- *Peace Lily* - An ornamental plant that features large dark leaves and will create lily-like flowers, though it is not a true lily
- *Money Plant* - A tree native to South America that can grow 60 feet tall in its natural habitat, but grows to about 3 feet as a houseplant

This is just a small list of houseplants that can suit the light requirements of most indoor environments. We are familiar with these plants as well as dozens of others that will fit indoor spaces perfectly. Depending on the lighting, the cardinal direction of your windows, and the environment you wish to create, our **interior plant service** can help you find exactly which plants will bring your space to life.

Once you know what kind of plants will suit your needs, we can also help you pick the container styles you prefer. We carry a huge variety of ceramic planter options, wrought iron plant stands, as well as baskets and other plant holders. No matter what design aesthetic you would like to achieve, we are here to make that vision a reality.

Once your new green space is completed, we also offer maintenance services to keep your newly planted space lush and beautiful all year round. Our maintenance services include either 2 or 4 visits from one of our plant experts every month. During these visits, our team members will not only water and check on the health of your plants but they will also ensure their pots are looking beautiful. We will check your plants' soil and replace/replenish the Spanish moss and woodchip casing layers of your pots. If any of your plants have begun to look sickly or dead, we will also replace them free of charge.

If you are ready to add a splash of green to your home or office, but you aren't sure you want to commit to the upkeep, its time to consider an **interior plant service**. Adding plants is an amazing way to breathe a little life into your space and make it more inviting for visitors. For businesses that host client visits or deal directly with customers onsite, this simple addition can make a world of difference in how visitors perceive you and your brand.

If you are based in the Philadelphia area and are interested in these services for your home or business, reach out to us here at Plantscapes USA. We are happy to offer our potential clients a free plant consultation and break down what goes into our services. For more information, give us a call at 610-329-3935 or send us an email at msplantscapes@gmail.com.

TYPE: Offsite Content

Use the Best Dry Rub for Ribs and See the Results

There are many different food items we think of when we

think barbecue, but one of the toughest to do the right way is barbecued ribs. There is nothing like perfectly cooked pork ribs that are seasoned perfectly and served with the right sides and a tangy and sweet barbecue sauce on the

side for added flavor. You can't beat it.

Making ribs the right way starts with the preparation and ends with the right cooking process. It can take a few times of practice, but with time you can become a rib expert and make delicious ribs with ease. Today, we will help you get on the right track to making delicious ribs, from having the **best dry rub for ribs** to the perfect cooking process.

The flavor you get with your ribs begins when you choose the dry rub you will use for seasoning. With Casa M Spice Co, there are several different options you could choose that can increase the heat, focus on sweetness, even help you season based on the type of meat. You could choose the season-all formula called Chain Reaction and get a perfect balance of heat, sweetness and spice that creates a great flavor. But the **best dry rub for ribs** is choosing a rub that is designed specifically for the type of meat that you are preparing.

Consider Cattle Drive or Whole Hog for the best results when preparing ribs. Cattle Drive is a spice blend created specifically for beef, which can be great if you find beef ribs. Whole Hog is a rub designed for pork and pork ribs. Choosing a spice blend that was made to specifically complement the natural flavors for meats like beef or pork can make a huge difference in the results you get. When the spices work together with the meat and blend to become one, you get a delicious flavor that you won't soon forget.

A common choice for people who want to prepare ribs is to choose baby back ribs because of the natural flavor they have and the way they can just fall right off the bone when they are perfectly prepared. It makes for a fun and enjoyable dining experience.

So how do you prepare your baby back ribs to be just like you would get at a traditional barbecue joint or smokehouse? Let's go through the steps.

Start by preheating your grill to a high heat and put some

light oil onto the grate. You want to have your dry rub ready in a shaker. With Casa M Spice Co, the **best dry rub for ribs** comes in a stainless steel shaker that you can use anywhere in the kitchen or right by the grill.

Each rack of ribs will have a membrane on the back. Trim this with a small knife and from each rib to make them ready to place on the grill. Just before you do, sprinkle the ribs with the **best dry rub for ribs**. For the best grilling, you want to place the ribs on a higher rack, placing foil on the lower rack to catch any of the drippings that may come off of the meat or to prevent a flare up from providing too much heat to the meat.

When the ribs have been placed on the grill, set to a low heat and close the lid and let sit for one hour uninterrupted. After an hour, lift the lid, brush barbecue sauce over the ribs and let sit for another five minutes. After this, you can remove the ribs from the grill and begin to prepare to serve. You can either serve with the whole rack still completely connected or you can cut between each bone to make individual ribs.

Now sit back and enjoy the delicious flavor of your ribs, prepared with the **best dry rub for ribs**. With Casa M Spice Co, it's easy to get the best flavors for your barbecued meats. You can order an individual seasoning for your favorite type of meat or get a gift pack and have several different options at the ready for when you need them. All of the spice blends come in a stainless steel shaker that will make it easy to add spices to anything and everything.

At Casa M Spice Co, we are about putting the flavor first. This is because we know what great flavor and great food do for a barbecue. It makes everyone have a better time. That's what our mission is, to help families and friends gather around delicious food and create memories.

So get the best flavors you will find for all of your barbecued meats and start making memories over your meals with the help of Casa M Spice Co.

CONSIDERING OUR SEO SERVICES?

SEO for eCommerce is a hard-fought battle. Everybody in your industry is competing for just 10 spots on Google's first page. In order to be one of those people, you need to be smarter, quicker, and work harder than everybody else. 1Digital is the marketing partner that can help you get there. We employ intelligent SEO strategies that grow organic ranking, traffic and conversion. We have highly skilled eCommerce SEO experts that focus on eCommerce merchants and we're widely recognized as one of the best eCommerce SEO companies online.

SEO Experts. 1Digital employs a talented team of eCommerce experts that focus on e-Commerce only. We've been working on eCommerce SEO since our inception and we've slowly grown into one of the top eCommerce digital agencies in the country. Our eCommerce search engine optimization skills have propelled us to the top of the talent pool and we've been helping our clients win more business with more sales and leads since early 2012. Our founder and CEO, Dan Kogan has been involved with eCommerce SEO since the late 1990s and he's carved out our path to being the best in the eCommerce space ever since. If you've been looking for a top company that handles eCommerce SEO, you've found it.



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CASE STUDIES

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