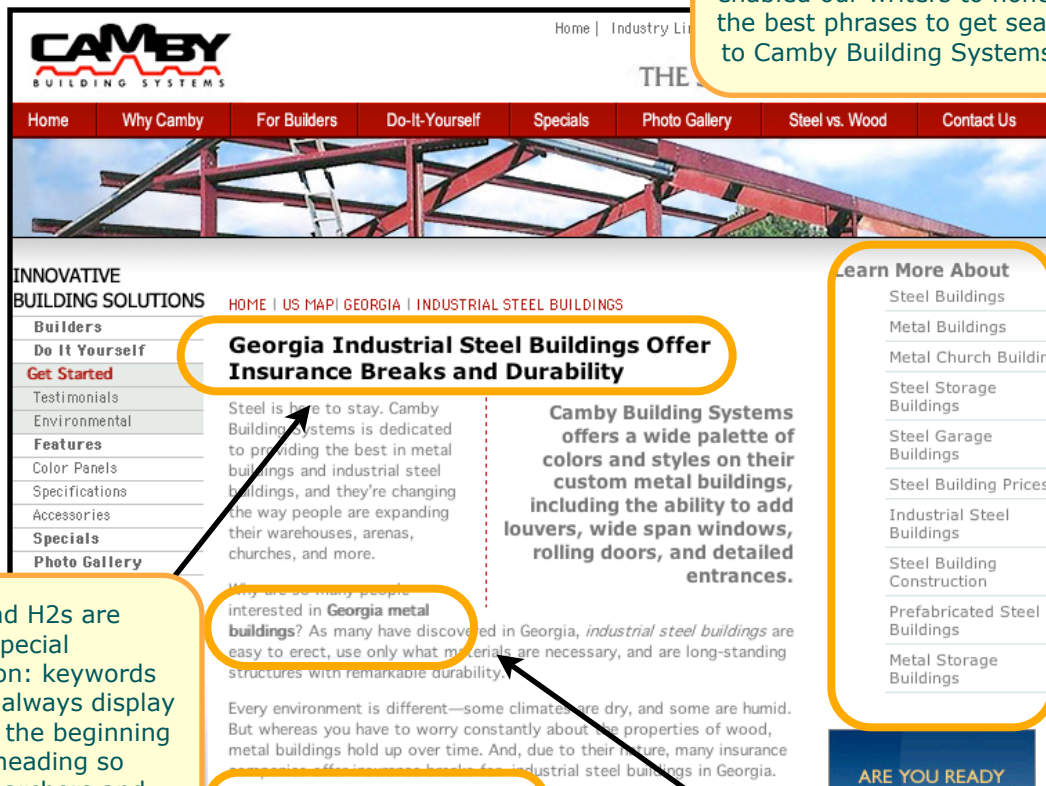


Profile: In order to reach Camby Building Systems' key markets locally in Georgia and nationwide, Write2Market worked to create flexible SEO, designed to be both informative and keyword-rich.

The right keyword **research** enabled our writers to hone in on the best phrases to get searchers to Camby Building Systems.



H1 and H2s are given special attention: keywords should always display toward the beginning of the heading so both searchers and search engines can take note.

Why are so many people interested in **Georgia metal buildings**? As many have discovered in Georgia, *industrial steel buildings* are easy to erect, use only what materials are necessary, and are long-standing structures with remarkable durability.

Metal Buildings With Style

Terms "**georgia metal buildings**" and "**industrial steel buildings**" are integrated into the text, bolded and italicized. Additional keywords are integrated into the right-hand navigation for increased search engine visibility.

Background: The Camby SEO Project was traditional in approach, but unique in its localization. Aiming to reach multiple nationwide markets, the copy was crafted in such a way as to be inherently flexible. Combined with meta tags, and keyword-rich side navigation, the result is a dynamic site that is useful for searchers, and search engines. A total of ten pages were written, incorporating two keyword phrases each.