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## **Pam Foster One of First to Complete Prestigious New SEO Copywriting Certification Program Designed to Improve Web Traffic and Online Sales**

*Pam Foster of ContentClear™ Marketing is among the first professional copywriters receiving the SuccessWorks SEO Certificate of Completion: masters how to increase web traffic through search engine keyword strategies.*

EUGENE, OR June 11, 2010 -- Web Content Provider and Content Strategy Consultant, Pam Foster, is one of the first SEO copywriters in the web industry to complete the new SuccessWorks SEO Certification Program; a 3-month online course. She received her Certificate of Completion in just 2 weeks, demonstrating that she has mastered SEO copywriting fundamentals and advanced techniques during her many years as a web content strategist and copywriter.

Pam's Certification signifies that she follows ethical SEO copywriting best practices needed to perform [professional SEO content audits](#) and [improve web site search engine results](#) for online businesses and organizations. The SuccessWorks SEO Certification Program is the only program in the web industry focused on the principles of successful *SEO copywriting*: combining clear, persuasive sales copy with targeted keyphrase strategies to attract customers via search engines.

SuccessWorks owner and [SEO Certification Program](#) founder Heather Lloyd-Martin said, "Congratulations to Pam for completing my course so quickly! When a copywriter earns my certificate of completion, that individual has demonstrated professional SEO skills that can help web marketers improve web traffic and sales results. Specific training includes how to successfully choose the right keyphrases across the buying cycle, develop a solid per-page keyphrase strategy that lifts all boats, and uncover new content marketing opportunities that will drive traffic."

Upon receiving her certificate and earning the right to post the SuccessWorks badge on her websites, Pam said, "Heather's program is a fantastic guide to knowing how to increase web traffic through the strategic use of keywords and carefully crafted messages. Her program was challenging and thorough, and I'm proud to have completed it in a short time, based on my work with all kinds of web clients."

Two years ago, after a 25+ year career in corporate marketing communications, Pam created the ContentClear™ Marketing Method for Website Optimization: a 7-step web content system designed to help business owners and marketing directors [improve web traffic](#) and generate more leads, sell more products and services, and sign up new members or customers via their websites. To learn more about the ContentClear Method for Website Optimization, visit <http://www.contentclear.com/methods.cfm>.

### **About Pam Foster**

Pam Foster, senior copywriter and web content provider, is the founder of ContentClear Marketing. She has 13 years of experience in web content writing, SEO strategies, and usability/information architecture. Pam works mainly with mid-size business and organizations, using her content process for SEO for website optimization to improve conversions that lead to sales. She is also a web copywriting coach, teacher and conference speaker. In addition, Pam is an AWAI (American Writers & Artists, Inc.)

Copywriters Wall-of-Fame honoree, \$10K Challenge Winner, program author and frequent contributor to AWAI's *Wealthy Web Writer* Blog. Her websites include [www.contentclear.com](http://www.contentclear.com), [www.petcopywriter.com](http://www.petcopywriter.com), and [www.pamfostercopywriting.com](http://www.pamfostercopywriting.com)

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