

From: Michael Laham <mlandel2012@aol.com>

To: jbelk <jbelk@seogears.com>

Subject: Key Phrases

Date: Fri, Jan 10, 2014 7:56 pm

Hi Joey,

After our telephone conversation I got to thinking about what we talked about with regard to key phrases. What came to my mind was that whatever key phrases we use to bring traffic to my website my goal is to bring the reader to as much material that is in my website as is feasible.

So I like very much your choice of the following key phrases:

MENTAL BULLYING theme for the MENTAL BULLYING section of my website.

EMOTIONAL ABUSE theme for the EMOTIONAL BULLYING section of my website.

HOW TO STOP PHYSICAL BULLYING theme for PHYSICAL BULLYING section of my website site.

By coming up with these above phrases you have accomplished bringing the reader to the mental bullying, emotional bullying, and physical bullying section(s) of my website, which cover the MICRO portion of the material on my entire website. Great!

But what I also wish to do is to bring the reader to the MACRO portion of the material on my entire website. That way the traffic will visit my whole website with the exception of the introduction and conclusion which most readers already know exist in any write up. So they can go to them on their own.

Therefore, I desire very much to use your DEALING WITH BULLYING theme for the BULLY'S MASKS and FACES of BULLYING section of my website. The Bully's Masks and Faces of Bullying portion covers the macro sections of my website.

This section parallels your theme of how to deal with bullying by educating the reader on how to recognize bullying by making the reader aware of the intimidation and manipulation tactics the bully uses to victimize the victim and by making the victim aware that there are many different sorts of bullies that infiltrate our society.

By doing the above we bring the reader to ALL of the material that exists on my website thereby optimizing the key phrases usage.

That leaves your last chosen key phrase of ANTI BULLYING, which will go very well with the HOW TO FIGHT BACK section of my website, which, by the way, leads into the sections on mental bullying, emotional bullying, and physical bullying, which not only define these kinds of bullying but also educates the reader on how to fight back against these types of bullying.

Looking forward to hearing from you on this.

Elana Laham