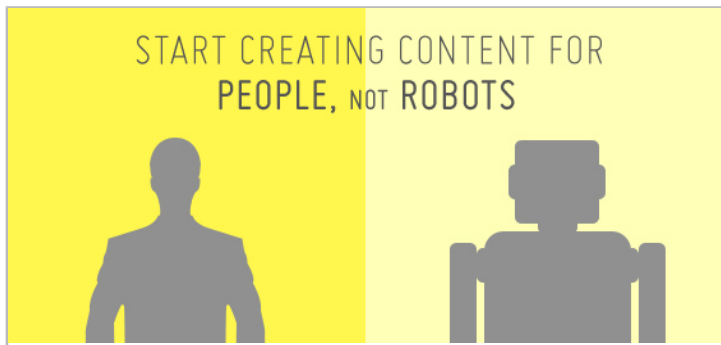


## Start Creating Content for People, Not Robots

by Chris, November 2009



This month's newsletter is finally out. I waited until today to publish it because I discovered last year that publishing a newsletter a day or two before Halloween resulted in the lowest readership I'd seen in a long time ([see the tracking data for yourself](#)).

The newsletter's title is [Who Are You Speaking To?](#) How does that relate to robots? The gist of it is that we often focus so much on search engine optimization that we end up creating our content more for robots than for people. Then we wonder why our site isn't delivering any return on the investment of time and resources we sink in.

[Head over and read it in full >](#)

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