

The Brief

A company that sells water coolers asked me to write SEO optimised copy for their website.

Their water coolers are refillable. They sell them to small and medium sized companies, and their vans replenish the water containers on a regular basis.

They wanted me to stress that water coolers provide staff with refreshing, chilled water, and it saves them from having to buy drinks from nearby shops. It's also environmentally friendly because it reduces the amount of bottles used.

Process

I suggested 20 appropriate keywords based on the main keyword which was 'water cooler'.

I then wrote a a 500 word article that was keyword optimised. Its aim was to tell customers about the advantages of having a water cooler.

I also suggested a title tag, and meta description for the article.

Refresh water coolers - SEO

Main Keyword

1. Water cooler

Related Keywords

2. Water coolers
3. Water cooler(s) rental
4. Buy water cooler(s)
5. Recyclable water cooler(s)
6. Cheap water cooler(s)
7. Water cooler(s) London
8. Bottled water
9. Best water coolers
10. Refillable water coolers
11. Nearest water coolers
12. Water cooler service
13. Water cooler delivery
14. Rent water cooler
15. Water cooler company
16. Office water cooler
17. Water dispenser
18. Water cooler provider
19. Chilled water cooler

<h1> 5 Reasons Why A Water Cooler Is Good For Your Business <h1>

<h2> Gets Employees Moving <h2>

When did you last get up from your desk? According to doctors we should be moving about every 30 minutes, but research suggests that most of us spend at least an hour or two sitting at our desk without a break. The 'sitting disease', as it has become known, is a leading cause of obesity, high blood sugar, excess body fat, abnormal cholesterol levels, and lower back problems. Quenching our thirst with a cup of water from the nearby cooler could provide your staff with the extra incentive they need, reducing the onset of those debilitating conditions and their impact on the productivity and profit margins of your business.

<h2> Gives Employees a Break From Their Screens<h2>

Did you know that in the aftermath of the coronavirus lockdown there was an explosion in the number of people being diagnosed as short-sighted? With people confined to their homes, and their television screens for most of the day, we weren't giving our eyes the exercise they needed. Opticians recommend that we look away from our screen every 20 minutes and into the distance for 20 seconds, but we rarely remember. Getting up to use the water cooler forces employees to take a break and rest their eyes, so when the time comes they can focus on their work.

<h2> Keeps Employees Hydrated <h2>

How much water should the average employee be drinking a day? According to the Mayo Clinic, women should be drinking 2.7 litres of water a day and men should be drinking 3.7 litres. But before you dash off to the water cooler, perhaps you should know why. Water makes up 60% of our body and 75% of our brain. As well as flushing out toxins, aiding digestion and regulating body temperature, it also carries nutrients and oxygen to our cells, stabilises the heartbeat, and cushions joints. But most importantly, it aids concentration, meaning that if you drink more water then you are more productive.

<h2> Encourages Conversation Between Staff <h2>

Over the last few years we've started to realise that our mental health is just as important as our physical health. We're social animals. Well, most of us. And we thrive when we have the support of our friends, families, and colleagues. Advances in technology have helped businesses become more efficient, but it has also isolated their employees. Those water cooler moments, however short or long, let your employees blow off some steam or catch up with a colleague, allowing for that much-needed human contact.

<h2> Avoids Time-Wasting Meetings <h2>

Ever find yourself leaving an hour-long meeting about something that could have been resolved in five minutes? You're not alone. Unproductive meetings cost businesses an estimated £26 billion every year. Social spaces in offices, such as the water cooler, encourages colleagues to interact with one another on an informal basis which means that problems can be spotted and solved in minutes rather hours, saving time and money.

Article Resources

<https://www.intheblack.com/articles/2017/05/09/is-it-time-to-ban-meetings>

<https://www.ballygowan.ie/water-coolers/the-benefits-of-your-water-cooler-gossip/>

<https://www3.epa.gov/safewater/kids/waterfactsoflife.html>

<https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/water/art-20044256>

<https://globalnews.ca/news/3740438/sitting-all-day-at-work-get-up-every-30-minutes-to-cut-your-risk-of-death/>

<https://www.health.harvard.edu/staying-healthy/how-much-water-should-you-drink>

Metadata

Meta Title Tag:

<Title> Water Cooler Suppliers | Bristol | Refresh Ltd</Title>

Meta Description Tag:

<META name="description" content="A water cooler provides many benefits for office workers: It's healthy, convenient, and environmentally-friendly. REFRESH YOUR BUSINESS TODAY!" />

Meta Keywords Tag:

<META name="keywords" content="water cooler, water coolers, water dispenser, refillable, office water cooler, water cooler company, water cooler provider, bottled water, refillable bottles, Chillax Water Coolers, London, UK " />