



Introduction

One of the most asked questions of website developers is how do I get my listing to the top of Google, Yahoo or MSN search. Why? Because you're most likely to get clicked sending that potential customer to your website. This request has developed into a huge industry of SEO (Search Engine Optimisation) consultants all bidding to get your site to number one.

But be careful, getting a number one listing is fairly straightforward. Simply have a unique business or brand name, code your website's Meta tags correctly, submit your site to the various search engines and you'll be there in a month or two. But is this going to get you lots of leads? Probably not, because in most cases your company or brand name isn't what people will use to search. Try typing in "Hearing Aids" or "Office Furniture" into Google and you find that there are over one million references in the Australian sites alone.

So how do you improve your rankings?

Keywords. Consider what consumers would most likely be searching on. Use these keywords and combine them with your location but don't be too specific "Hearing aids Sydney" will get a lot more clicks than "Hearing aids Rockdale".

Content relevancy. Have relevant content on your home page. The text in your home page should contain your keywords as many times as possible. This improves your sites relevancy in the eyes of the search engine. Avoid websites that are designed in Flash or use frames as the search engines will not be able to access their content and your relevancy will suffer.

Links. Exchange links with suppliers, associations and non-competitors. Having other sites link to you will improve your rankings as search engines consider your site more significant. Don't fall into the trap of using link exchange services as they are frowned upon by search engines. These simply put your link on a page with hundreds of others; unless these sites contain valid content of their own your ranking may suffer.

Pay for position. Sponsored links will get you on the first page of a web search. The best way to move your rankings is to pay for sponsored links. Google AdSense is an example. These are pay per click services, the charge is based on the number and popularity of the keywords you specify, the more you have and more popular the keywords the more you'll pay.

Site monitoring and regular re-submission.

Good website packages should include a statistics console that allows you to view your site traffic including referrals from other sites, search engine keywords used etc... Check that the search engines are visiting your site and resubmit it whenever the visit frequency drops. Once every month or two is enough.



Small business marketing concepts

Internet Marketing and Search Engines

By Joe Rubio - Adalante Consulting

Although there are literally hundreds of search engines they nearly all share data from either Google, Yahoo or MSN, submitting to these will generally get your site on most search engines.

Update your site.

Content change makes the search engine re-index your site. Your ranking will improve if your site is active. Have a news box on your home page and change it. Use it to advertise promotions, open houses, industry news etc... Also consider revising your keywords, check your stats console and see which one's aren't working and replace them with something else. For best results these simple updates should be performed every month or two. Your web designer should include initial website optimisation as part of your package. Ongoing maintenance will keep your site optimised.

That's enough said about search engines, they can be very useful but there are other ways to get traffic for your website. In many cases these will bring you as much or more traffic than the search engines.

Advertise your website along with your company.

Your website should be part of your marketing message. It should be on everything that promotes your business eg:

- Signage.
- Yellow pages advertising.
- Stationary, letterhead, compliments slip, envelopes, business cards, appointment cards.
- Press, TV and Radio advertising.
- Links from other sites.

Your website can be a powerful addition to your marketing mix, it allows you to provide significantly more information about your business by simply adding your web address to your other marketing channels.

To find out more contact Joe Rubio at Adalante Consulting on 07 5497 9661