

Empowered Sourcing Solutions Ltd

www.empowered-sourcing.co.uk



Ensuring Customers Discover YOUR website (on Google, Yahoo, Bing etc.)

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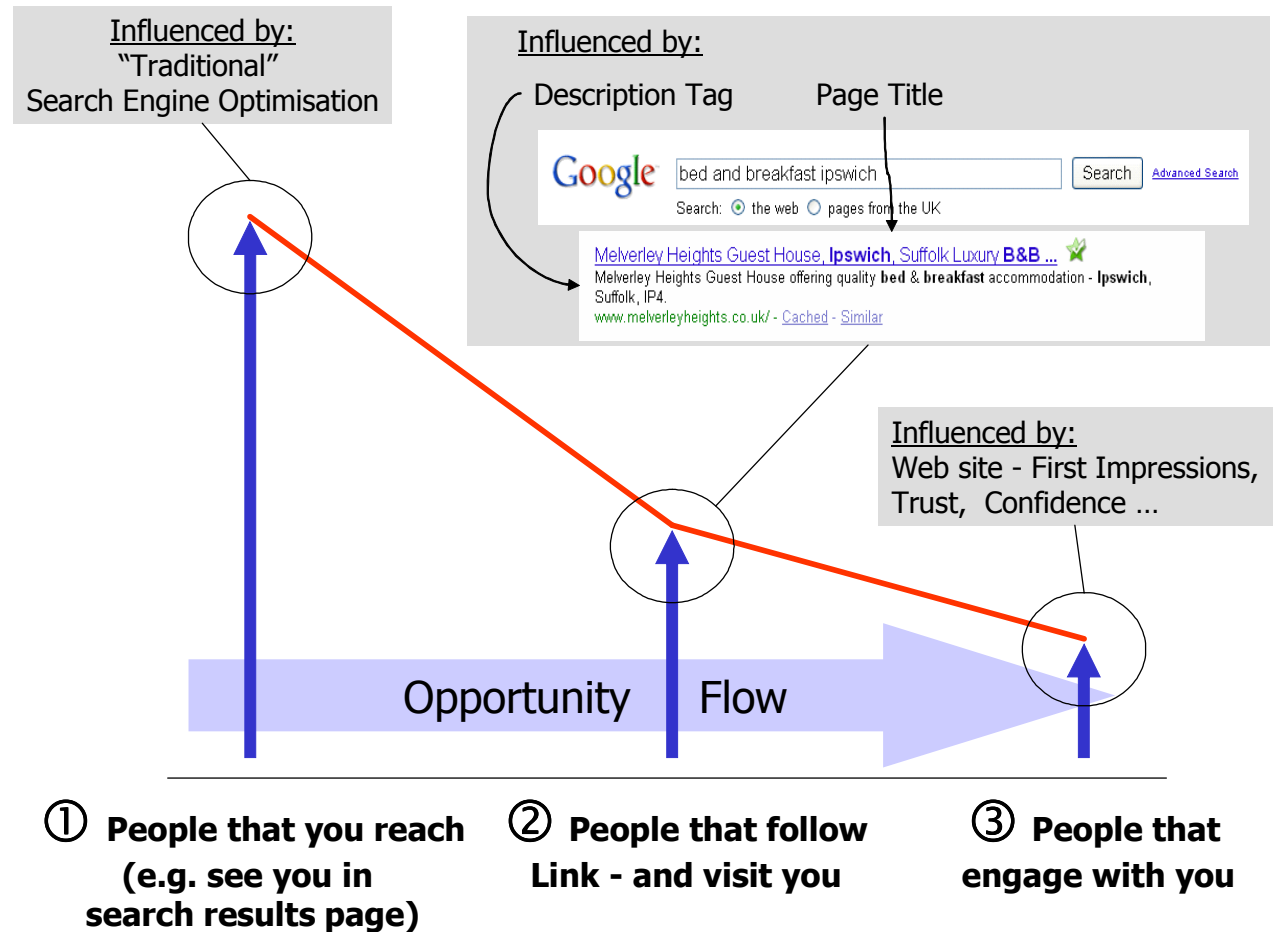
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The Opportunity Funnel

The 3 Key Stages to Creating an Opportunity

1. **Get Discovered** (e.g. in the Search Results Page, Social Networking ...)
2. **Entice** the Searcher to Follow your Link
3. **Inspire** the Visitor to Engage with You



(Note: These stages Apply to discovery resulting from both Natural Search results and Pay-Per-Click Advertising)

Five Basic Steps can we take to improve Stage 1 (Getting Discovered)

	Useful Links:
<p>Step 1) Before you start - Make sure you can measure what is happening</p> <ul style="list-style-type: none"> • Subscribe to an Analytics service (Free) • Embed a few extra lines in your web page – and then you will be able to see a record of visitor activity. 	<p>Google Analytics: www.google.com/analytics</p> <p>Statcounter: www.statcounter.com</p>
<p>Step 2) Ensure the Search engines know about you and you can let them know as soon as something changes.</p> <p>Register with each of the major search engines, so you can tell them immediately about new pages.</p> <ul style="list-style-type: none"> • Verify ownership • Submit and maintain a Sitemap 	<p>Bing: http://www.bing.com/webmaster</p> <p>Google: www.google.com/webmasters</p>
<p>Step 3) Research how your customers might express what they are looking for...</p> <ul style="list-style-type: none"> • Try to put yourself in Customers' shoes • Use Keyword tools (e.g. from Google Adwords) • Look at current search queries (using information from Step 1) 	
<p>Step 4) On-Site Work</p> <p>Foundations: Try to make your web site code compliant with current standards – i.e. XHTML. Ensures Search engine Robots won't get confused.</p>	<p>HTML Validator: http://validator.w3.org</p>
<p>Reflect Target Keywords:</p> <p>Aim to optimise a different page for each target search phrase (and minor variants).</p> <p>Most Important things to work on:</p> <ul style="list-style-type: none"> • Title tag (is each page relevant and unique?) • Headings - make sure target search terms are contained in major headings e.g. <h1> • Keyword density - include the target phrase a small number of times within the text of the page - but don't overdo it ! • Internal Linking: Make sure the text on links within the site also mention the keywords for the target page 	
<p>Also Consider the broader Picture</p> <p>Most people won't use your target search terms - they will have their own style, ask questions, use other words, or</p>	

<p>multi word queries,</p> <p>A good tactic is to add some additional pages with reference material - or answer questions - ignoring your target search terms but covering your subject in more breadth. This will serve you well when people type in long queries that neither you nor your competitors are explicitly targeting.</p>	
<p>Location, Location, Location.</p> <p>If you business is based in a particular town (e.g. a hotel) then register with Google Local Business - (getting in the short list for the local business results is extremely valuable (and another topic in its own right)</p> <p>Even for a regional service provider, users will often query something like "[service] companies in [town]" - so it is easy to miss out. Building in appropriate locations can easily be worth another 20% + in visibility, and somewhat more in terms of visitors with intent to buy.</p>	<p>Google Local Business Center http://www.google.com/local</p>
<p>Step 5) Off-Site Work</p> <p>In parallel with modifying your site, you need to build incoming links - because search engines will consider pages that are referred to by other sites as more important than those without any links.</p> <p>1) Call in favours from friends, suppliers, customers and see if you can get them to link to you (although they may want you to link to them in return!) Ideally, make sure the links contain your keywords and go to the appropriate page.</p> <p>2) Submit your site to directory services - this is crude, low value - but still worth doing as all links help (a bit). The downside is almost all links will be of the form <i>http://yoursite.com</i> rather than including any keyword text.</p> <p>3) Higher value link creation – e.g. article marketing - (through an article marketing distribution service) and other link-building techniques where you can control the way the links are structured with the right keywords. Article Marketing has a dual benefit as people may find the article first then come to you.</p> <p>4) Make good use of Social Media, Blogs etc to further promote your business and expertise.</p>	

Of Course... this is a continual process... regularly measure and review how to improve steps 3, 4 and 5