



Website – Search Engine Optimisation

Introduction

Producing the website is only the first part of the marketing program. The second, and probably the most important part of the website design, is getting your site in front of people ie in the 'top ten'. In marketing terms – Search Engine Optimisation.

Where are you today?

For many companies, especially small specialised service suppliers, the website is their shop window. And for many of these companies the amount of business is often broadly in line with the number of enquires, which in turn is a function of the number of visitors. In simple terms the marketing funnel: 100 visitors ► 10 enquiries ► 2 clients.

As you will not be sat for 24 hours checking to see if people access the website it is essential to incorporate site logging. Most people will either use the tools that are supplied by their hosting company or they will use 'urchin' which is now part of Google.

When a site is new, it will not have been indexed by the search engines – they do not know it exists – it is a new site. Register the site with the search engines and include the relevant robot metatags and keywords.

However, for search engines, content is still king. So include articles that have real content and do not simply repeat the same keywords. Google and other search engines reward (provide a higher ranking) for sites that have relevance. This ensures that clients will continue to use the search engine as the site content relates directly to the sites keywords. If a search engine lists irrelevant sites their clients will start using a different search engine and the search company will lose advertising revenue. So the search sites have a vested interest in ensuring their clients are provided with good information. Hence the reward of a higher ranking for sites that have relevance. A 200-word article will be read by the search engines and should attain a high rank if the copy is well written and focussed.

Do not be tempted to generate copy to fool the search engines in an attempt and try to drive people to your site. For example:

'Cheap Hotels London Lorem ipsum Cheap Hotels London dolor sit amet, Cheap Hotels London consetetur sadipscing Cheap Hotels London elit, sed diam Cheap Hotels London nonumy eirmod tempor Cheap Hotels London invidunt ut Cheap Hotels London labore et dolore Cheap Hotels London magna Cheap Hotels London erat, sed diam voluptua. At Cheap Hotels London vero eos et Cheap Hotels London accusam et justo Cheap Hotels London duo dolores et Cheap Hotels London ea reburm.'

This approach does not work, it will be noted by the search engine and can lead to the website being 'black flagged'.

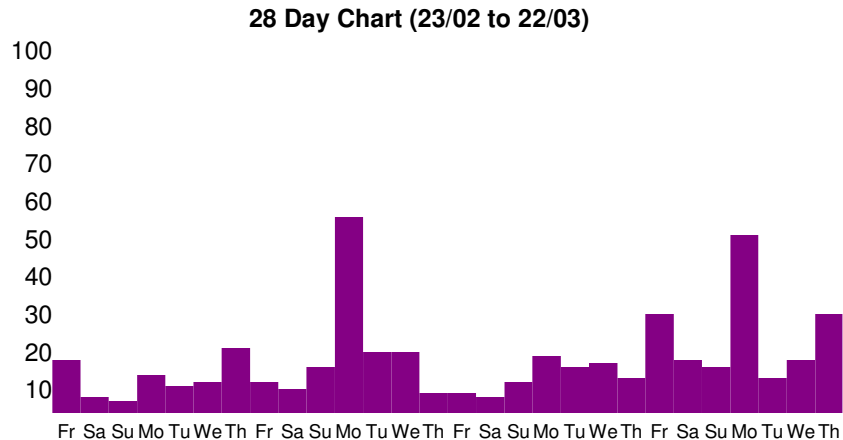
Equally the search engines cannot read text that is embedded in a gif file. (The example text above is embedded in a gif file. This is to ensure that this article is not seen as being computer-generated spam.)



First Results

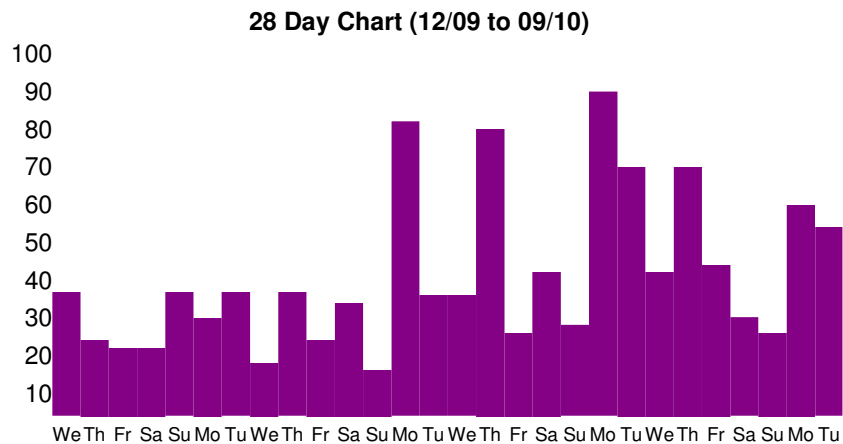
After the website has been operating for a while the log of visitors will be available, normally as either table or in the form of a graph.

Below are the early results for a specialist website created by the author.



More Visitors and a Higher Ranking

After reviewing the keywords and other criteria that are important to the search engines the number of visitors increased and the company gained more clients. The website also achieves a higher search engine ranking – within the top six, by using a small number of keywords and relevant information.



Summary

The company's website can be its shop window; a place where people can come to browse, to be educated, to be informed ... and eventually they may even buy something or contract a service. You just need to make your site visible and search engine friendly.

About the author

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