

Warthog Web Design

Simple Guide to Marketing your Business Online

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In order for your business to be successful online, two fundamental requirements need to be satisfied:

1) Your website must be seen.

There is no point spending a lot of money for a fancy website that no-one can see and therefore no-one will visit. Your website needs to be ranked highly in Google – at least in the top 20. 67% of Google users do not go past the first page of results. Only 15% go past the second page.

In order for Google to rank your site well, it must be 'search friendly'. The technique to get it 'search friendly' is called 'search engine optimization', frequently abbreviated to 'SEO'. Google sends a 'spider' around the Internet that looks at the content of every webpage and ranks that page according to the content it finds there.

No-one knows how Google does this – the secret is closely guarded but it involves over one hundred factors per page. The Google search spider is particularly stupid in that it cannot determine what a website is all about from a single phrase. Every opportunity needs to be taken to reinforce what it is you do by using the main keyphrase whenever necessary and other less important keyphrases when appropriate.

The other side of this coin is that if the website is crammed with keyphrases, it will be dropped from Google for 'keyword stuffing' so there is a balance.

The key ingredient that will affect the SEO of your website is the content. It must be crisp and to the point. The paragraphs must be kept short. The first paragraph on a page should summarize the content of the others.

The tone should be informal yet authoritative. You must select a few keyphrases that describe your business. Remember that it may not be the trade who are looking for you so avoid jargon and acronyms and pitch the content to the man in the street.

When there are several items to be included, use a bulleted list. Use major and minor headings to guide your visitor – and Google – through the site. Do not include too large a variety of keywords into the content otherwise the page will lose focus. If you have other minor areas of your business, use other pages to amplify them.

Of your list of keywords and keyphrases, several will stand out as being especially relevant so use them often. Use the Internet to find out what your competitors are doing. Go on to their websites and go to 'View Source' from 'View' on the top menu. If you use Chrome, right click to get there.

Once you have done that, you will get a notepad type window full of code. Don't

be intimidated, look at the top ten lines or so. You will see 'meta' tags. Copy the 'description', 'keywords' and 'title' tags and paste them into a new Word document. Go through as many competitors' website as you need and build up your Word document. Save it as 'keywords.doc'. By examining this document you will see what other websites in similar businesses to yours think they are. From them, you will have a good idea of the major and minor keywords they use. Pay particular attention to those websites that rank highly. The 'title' metatag is especially important in getting good rankings and should be different for every webpage.

Google looks for structure on every web page. HTML has headings much like a newspaper – h1 to h6 (small). Google looks at the text in these headings to give it information. It will regard the text in a h1 heading as important because it is an h1 heading and so forth to h4.

We will add h1 and h2 heading in the header graphic of every web page but you will need to add informative h3 and h4 headings to the content of the pages.