

Search Engine Marketing (SEM)



The Top 10 Proven Steps to being found on 1st Page of
Google Searches, at no cost

(Do it yourself or give it to your web developer)

ADWORDS™
.....
**AUTHORISED
RESELLER**
.....
Google™



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Successful Search Engine Marketing (SEM) is comprised of 3 interrelated activities.

1. Pay Per Click (PPC) AdWords campaign
2. Search Engine Optimisation (SEO) for higher organic rankings, and
3. Email marketing for continued communication

We ALWAYS start with AdWords PPC to identify what keyword phrases are being searched and create lead generation conversions. AdWords is fast, low cost and designed for testing and refinement. AdWords provide real behavioural data on what people are searching on and who is converting. There is no point to optimise a web site for a keyword phrase that is not searched or converting. ALWAYS start with AdWords first! We have a paper on this topic that is available on our web site at www.AussieWebConversion.com

Email marketing in today's environment requires professional systems to comply with the privacy laws, provide client segmentation and access robust reporting. We use Gen3Media for our system and you can try their system for 90 days for free at <http://www.gen3media.com.au/>

Getting found on the first page of Google, or any page for that matter is called Search Engine Optimisation. Often, this can be either a costly process or very time consuming. Sometimes it is BOTH! This guide will outline the key fundamental steps that you must take to get your site "search engine" ready. These are NOT all the steps but the major one that yield over 90% of the results.

This guide is structured, so that you can do the steps yourself or pass this guide to your web developer and have them perform the tasks as a check list. REMEMBER, you should only do this after you have the results of your PPC Google AdWords program. Before you start add Google Analytics to your site to baseline your starting point. <http://www.google.com/analytics/>

1 Start with your domain name

So many people get this wrong. They secure a domain name the does not reflect "what they do". This works for Viagra! Try it yourself, just search in Google and who is number 1? www.Viagra.com the Official Pfizer pharmaceutical site. So why is this? Because Viagra is a unique name and they built the "brand" off line. Everyone who needs to know knows that the little blue pills are called Viagra. But what about your business? Do they know that your company name reflects what you do?

Key point here is to remember that you make need one, or maybe even more, domain names to reflect the keywords you are targeting. So, if you are selling an alternative to Viagra and don't want to infringe the trademark a domain name like stop-erectile-dysfunction.com is much better then the ABCcompany.com

So the first step of the getting found on the first page of Google process is to have the keywords you wish to target in your URL. Use hyphens to make them easier to read. Do NOT use _ underscores!

This same approach works for web site page naming but more on that later.

2 It's all about TEXT

The search engines are "tuned" to "spiders" and index – text. So make sure your site has lots of text. If you design completely for the "visuals" and make a pretty site that uses:

- Flash for the whole site
- Images for navigation buttons and tabs
- Fat html head sections with tonnes of java script and complex styles

You will fail with the search engines. Make plain, simple text the primary way to communicate from your web site. Use it in the navigation, tabs and buttons. If you insist on graphical elements and tricks, make sure a simple text version of your site exists as well.



3 Every page title and page name should be unique

The "Title Tag" are the most important words on virtually any web page. The search engines expect this to be a description of the page content. It is what shows up in the browser top line and is often used as the description in the organic listing results.

You need to have a different title tag for every page of your web site. These should NOT be generic but contain your keywords near the very beginning of the tag. If you are selling generic Viagra, then your Home page title tag might be. Improve your sex life with generic Viagra.

Even your Contact Us page can have a keyword rich title take. How about? "Want a better sex life? Contact Us and find out how."

I mentioned in Step 1, that you need a meaningful URL. Well you also need meaningful page names.

www.what-the-company-does.com/better-sex-life.htm

NOT www.MeaninglessCompanyName.com/products34.htm

The Title tags and the page names must all be unique, meaningful and keyword rich.

4 Tag all images

Just like naming pages and page descriptions, you need to do the same thing with all images. Give them a name that includes your key words. Don't use logo.jpg but BetterSexLife.jpg. Also, make sure to add "alt tags" to your images. This is the description that comes up when someone "mouses over" your image. Again, use your keywords in your alt tags.

5 Your Headline says it all

Whether for a reader or a search engine, your headline says it all. We read headlines. They capture our attention. Use the H1 Tag for your headings as this will make them more prominent to both the reader and the search engine spider.

Keywords need to be repeated here. Use consistent header size and location throughout your site. It helps people and machines alike.

6 Don't leave the copywriting to a junior staff member

Your copy needs to include your keywords and search phrases at the beginning, middle and end. Like a good presentation, start with your main point at the beginning. Elaborate in the middle and summarise at the end. Simple. Make your speech natural. 2% keyword density is about right, or 8 words out of 400.

7 Keyword links – not "generic" or "more..." links

The most important part of the link in your site - is the link! The link needs to contain your key words to have real value. Let's look at two examples:

1. We run a Local Search Directory in Australia and you can have a free listing in it, just follow this [link](#);
2. Get a free listing in an [Australian Local Search Directory](#).

So which is better? The second one is. And here is why. While the first one has a nice call to action, with "follow this link", the link itself does not contain the keywords we want to optimise.

While the second one may lack the call to action, all our keywords are in the link AND the underlining of the text indicates to most web users that this is a "hyperlink".

The only real way to get high quality and search engine credit for your links is to make sure that they contain the keywords you are optimising for.

8 Navigation that connects the dots

The search engine robots visit your site and need "connected" links to find all the sub pages. Your navigation system should provide this for both the reader and the machine. If your navigation system is based on java script, or on images, there is a possibility that some search engine robots will not be able to follow the links and thus they will not pick up the interior pages of your site. One simple approach for this challenge is to build an additional text-link navigation bar and place it at the bottom of the page. This additional navigation bar will serve multiple purposes: a. Help the search engines to reach the interior pages. b. Put your keywords in link "anchor text". c. Remind the user to go deeper into the site by repeating the navigation options again.

9 Site maps anyone?

Build a site map page or use the Google site map option. Getting all of your pages indexed is so important, that it is also prudent to take another step that will ensure that all of your pages are visited by search engine robots. A site map is a page that has text links to all of the pages of your site. As with a text link navigation bar, a site map serves multiple purposes: 1. It helps users to find what they are looking for on the site by providing an outline summary of all of your pages. 2. It helps search engine robots to land on the interior pages. After you build your site map page, be sure to make a link to it from your home page and the other important pages of your website. In addition to a normal site map page, you can also make an XML site map, upload it to the server and then register it with the Google site map tool. You can use a free online utility to create your XML site map at: <http://www.xml-sitemaps.com/> and visit <http://www.google.com/webmasters/sitemaps> for more information. This process is easy to accomplish, and registration with the Google sitemap program will supply you with important statistical information from Google as well as help to get all of your pages indexed.

10 Links, Links and more Links

Once your website is up and running, concentrate on off-site optimisation. So far all the steps that I have outlined are concerned with on-page factors, the parts of your website that are under your control. But your ranking in Google and other search engines will also be heavily dependent on off-page factors such as how many high quality sites link to your site. Unless you obtain a good amount of high quality links to your site you will not be able to compete in highly competitive search categories. By far the best way to get links to your site is to build a site that has valuable content.

(Note: recently Google changed their link value algorithm. They now rate an in bound link higher if it is not a reciprocal link). So how and where do you get in bound links?

- Authority sites
- Blogs
- Articles
- Press Releases

Of these, I like Blogs and Press Releases best. Authority sites are great - but usually take lots of work to get. Blogs are easier, as you can respond to a post. Articles can assist but often the search engines discount the value because of seeing "duplicate content". Press releases can cost money but they are usually an authority site and can get picked up in traditional media. Avoid link farms, free for all (FFA) sites and other "black hat" tactics.

If you follow the "do-it-yourself" search engine optimisation tips that I have described in this article, you will have taken a big step towards guaranteeing the success of your online enterprise. Alternatively, contact us for a quick audit or to conduct a detailed assessment for implementation by yourself or your web developer.



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