Are You Fully Utilizing the Internet Marketing Environment

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Although the following article is primarily written for the clients of *Aboutime Web Communications* and *Stacpoole Internet*, the information is relevant to all business websites online.

Rule #1: Internet Advertising is NOT the same as Newspaper or Radio Advertising

Advertising in *general media* is about attracting *prospective clients and buyers* to *your business*; advertising for your *website* is about primarily attracting *Search Engines.*

Why do we say this?

The number one request we receive as website developers, even before "can you build me a nice website?" is "can you get me onto page one?".

The answer, after over ten years of being in this business, is that we are confident we can get you onto page one, all of our serious clients websites are on page one for their most relevant searches; *however we still never promise or guarantee page one.*

Even *Maile Ohye* from *Google* says no-one can promise 'page one' and "if they *guarantee* anything, that's bad news" [A].

> [A] *Maile Onye; Developer Programmes Tech Lead, Google*
> *http://www.youtube.com/watch?v=El3IZFGERbM   June 25 2012*

The reason most people believe they need to be on page one is that they believe people "only go to page one and no further" and that they need to be there to be seen by anybody at all.

*So let us first dispel this major myth.*

Sad to say many web pages listed now by *Google* are directory pages (like *True Local* and *Yellow Pages*) and more lately *Gumtree* pages. This is a disturbing trend because it is pushing genuine business websites *off* page one, and hopefully they will clean this up asap.

Nevertheless most people will skip these listings and try and find a genuine business website they feel they will want to visit, even if this means going to page 5 to find it.

Secondly people will often search for a *quickly recognizable* website to them personally, one that they see is *in their vicinity* or quite often *an attractive business* (not necessarily an attractive website) that they might feel comfortable in dealing with; Aussies quite often like dealing with 'the smaller bloke' out there in the business world.

Another aspect to website searches in the last few years is the development of *Google* and other search engines to move more towards search *phrases* instead of just search *words* or *keywords*, although the latter are still important though we are told they are not!

For example type in the question "how long is a piece of string?" (even misspelled) and you will likely find that there are 477,000,000 pages listed!
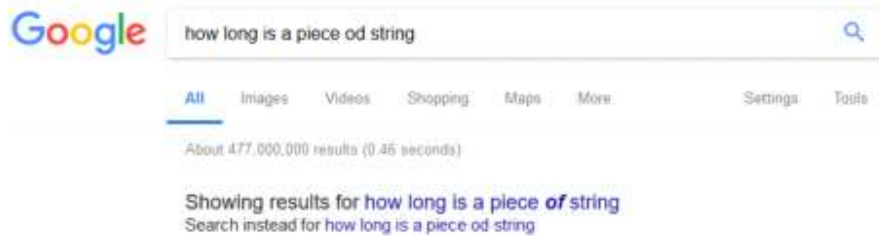
So search engines now accommodate people searching for phrases or asking direct questions.

Okay! So what does this have to do with your business website and advertising?

For over ten years we have accepted the basic rule that 'content is king'! It still is and it is the *content* of websites that search engines index to accommodate the above mentioned search phrases and questions.

Therefore *Search Engine Optimisation* [SEO] still comes down to "content" and "links", that is links between website pages that are relevant and 'common', that is, where there is a relationship between the two pages.

Remember that search engines list *web pages*, not *web sites*, therefore a certain website may have multiple pages listed under any given or requested search phrase.

To illustrate these last two paragraphs please see the following 'print screen' from a search made for "allsett concrete wedding cars".
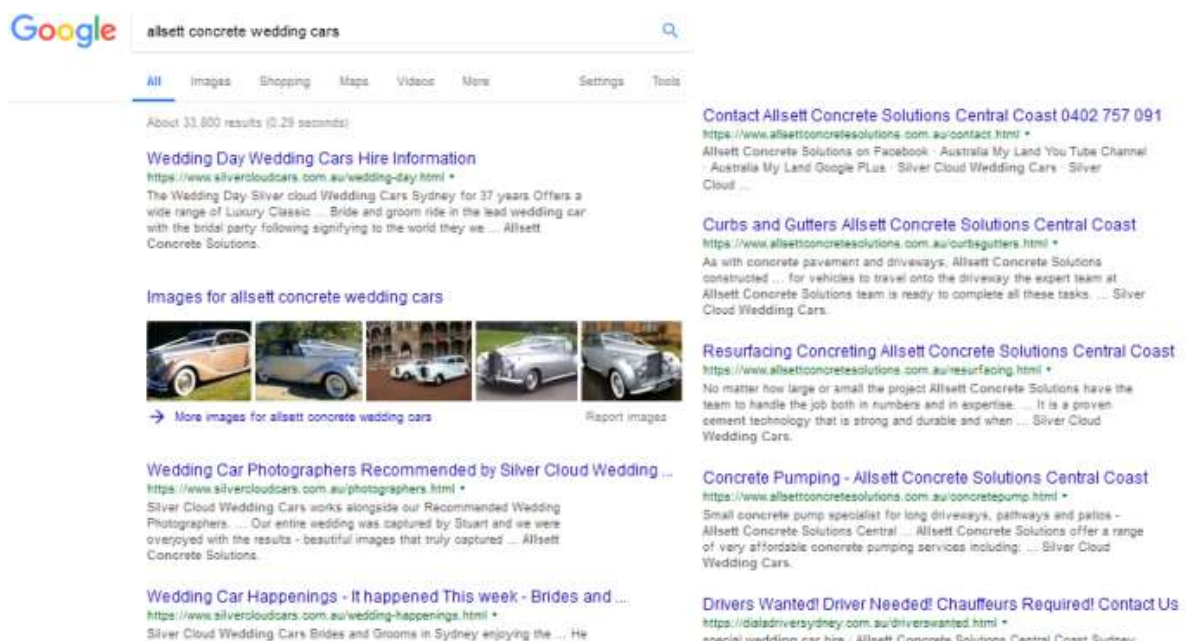
Now it is obviously true that no-one will make such a search however the fact remains that every page listed on the *first two pages* of this search are client websites where there is a relationship between those websites based on the advertising links placed on both and all of the sites involved.

The Conclusion

Internet Advertising involves much, much more than simply trying to catch someone's attention based on *multiple appearances* made by an advertisement *before their eyes,* which is the basic concept behind TV, radio and newspaper advertising.

It involves the need to make sure search engines find you
and put you where people can find you!

The more content and relevant links that are on your website the more likely *Google* will index your website *under multiple subject headings* where *whatever a person searches,* your website has an opportunity to show up, even if the subject matter is not relevant, and that is where *'in front of their eyes'* does matter.

For example see the following print screen for a search made for "wedding car photo *locations* Sydney"
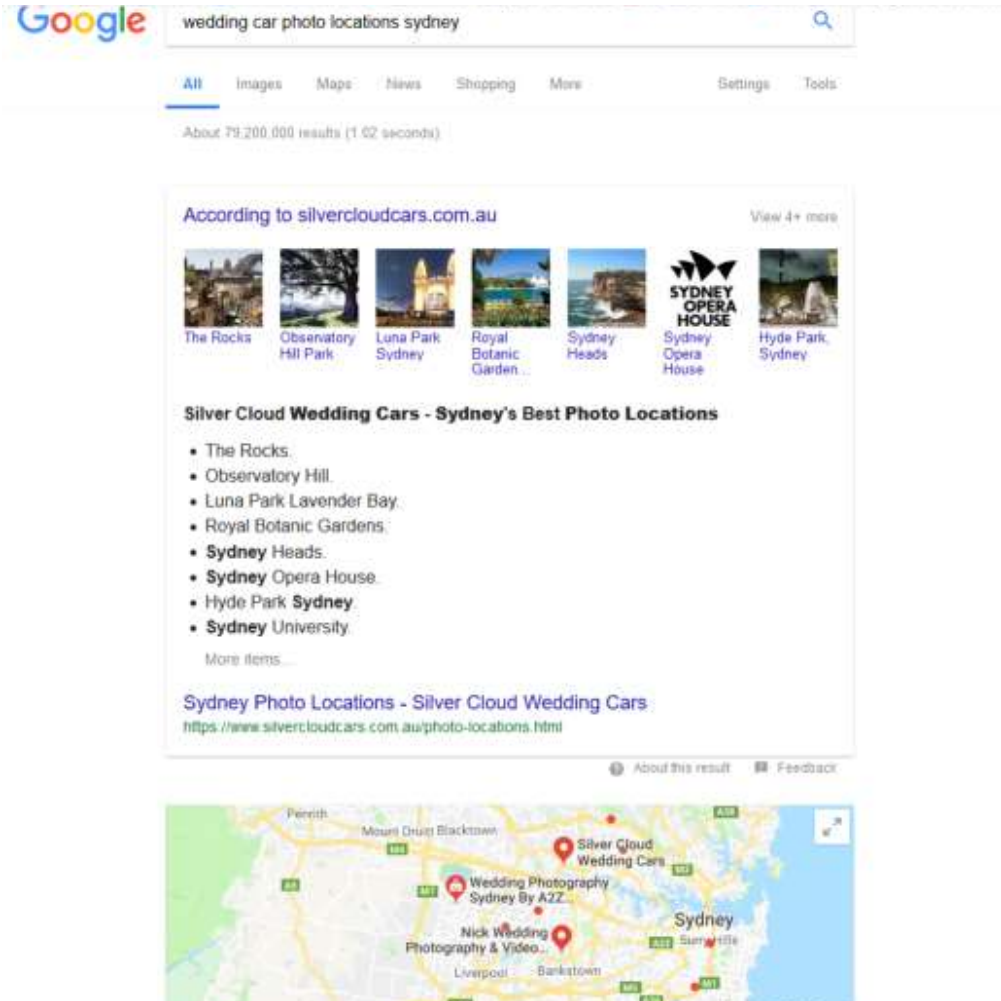
Google have here recognized our client's website as the *professional authority* on where the best photo locations are in Sydney, so even if a person had already thought they had decided on whose cars to use, *this search may change their mind!*

The *content* on the site promotes the site under this and many other search phrases, despite this client having recommendations from other so-called SEO 'experts' saying he has "too much" information on his site!

Which brings us to Rule Number Two!

Rule #2: Keep Your Website/s Content Fresh and Growing

We cannot 'make up content' about your business

If we need to search for relevant content and re-write it for your website it takes time which quite honestly most do not pay us for.

Even when we are paid a regular monthly maintenance we still need your input with photos and information so here are a few tips on *what to* and *how to* send us:-

1. Send high resolution photos – minimum 750kbs but 1.5mb or more is best

2. Tell us about the photos – product information and suburb

3. Send information which will allow us to *add more pages* to your website

In relation to each of these tips here is some more to consider.

1. High Resolution Photos

The speed of the internet is now allowing us to be able to place higher resolution photos online that will still open quickly, thus allowing for more dynamic and vibrant photos.

We receive comments from our clients saying their oppositions website "looks fantastic" – only because the photos on the site are better looking, in most cases though the content is simply not up to a very good standard; however people are still impressed.

So you want your website to look the same? It is very easy to do!

PLEASE SEND US BETTER PHOTOS OF YOUR PRODUCTS AND SERVICES!

It should be noted that some of you have some great *Facebook* pages with plenty of photos, however these photos are often reduced in actual size when they are uploaded to *Facebook* thus our downloading them from there does not give us a high resolution photo to work with.

The same is true when generally sending photos from a mobile phone or device.

Most of these devices take great high quality photos however if you simply forward them from the device without checking the size you are sending they arrive to us at about 75kbs – one tenth of the *minimum* quality we need to produce a great looking photo on your website.

2. Information About the Photos

One of the most relevant pieces of information people search for is the *suburb* they live in. Many websites simply have a list of suburbs on their website and though this may be effective for search engine activity it can also be seen as a 'black hat' (not acceptable) means of trying to manipulate the search engines.

Therefore adding or mentioning suburbs in general content and as *title tags* behind photos are a great way to grab *Googles* attention to list those suburbs.

Therefore information about the product or service, why your product or service is different and better and where it can be used or purchased from is ultra important and great information that can be linked to photos.

3. Adding More Pages to Your Website

As mentioned above search engines like *Google* list web *pages;* obviously then the more pages your website has with quality information about different products or aspects of your products and services then the more chance *Google* has of listing more of your website under different subjects for search references.

Rule #3: If You Want the Best Website You Need to Spend Money

We have always recommended setting aside something each month to make sure your website is constantly active and moving forward.

Nevertheless spending money on your website should not be for *unseen so-called SEO Management* but mainly for **additional content** and a **growing website**.

Having said that, there will be some work involved that you do not see; work to update code that is constantly evolving but is needed to satisfy the latest browser requirements, and that in most cases affects the Google listing your website.

A fair commitment is from $175 but can be as much as $650 nevertheless whatever you pay you should be able to get a report on what has been done and it should show progress on the website itself, not simply 'back links' or dodgy directory listings that are often free anyway.

Finally keep in mind two things:-

- you will have *more competitors* now with websites online than you did just 2 years ago and

- *many of them are likely spending money,* sometimes thousands of dollars a month to stay in front of you and the competition.

  For more information on SEO and running a successful business with an online website giving full support visit our SEO website where there are more pages of information and 'White Paper' downloads and even a couple of books and journals based on over 80 years of marketing experience and over 20 years of online website experience:-

  ### www.aboutseo.com.au