

TECH TALK & PIZZA

Presented by the
Technology Committee
of the
Greater Delray Beach
Chamber of Commerce

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Website Marketing &
Search Engine Submission



TECH TALK & PRESENT

Website Optimization

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Website Marketing & Search Engine Submission

Marketing Your Website

- Content is critical
- Importance of URL
- Promote yourself!
- “Co-Branding” yourself
- Who’s answering the phone?
- Other tips and tricks

Content is Critical

- What do your visitors seek?
- What do you **NEED** them to know?
- What else can you give them?
 - Free stuff
 - Contests
- What can you get in return?

Importance of URL

- Simple
- Intuitive
- Short
- Memorable

Promote yourself!

- Use your email
- Promote your site with traditional media
- Promote your site via t-shirts, promos, etc.
- Promote your site via “viral marketing”
- Advertise online

“Co-Branding” yourself

- Always include your URL on print materials
- Include your URL in your Yellow Page ad
- Be sure your website matches your other promotional efforts



Who's answering the phone?

- What are your callers seeking?
- What times do they call?
- Do you use voicemail, music/message on hold, etc?

Other tips and tricks...



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WEBSITE MARKETING & SEARCH ENGINE SUBMISSION

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What is Search Engine Optimization?

Known as SEO, is the ever-changing art of designing and changing websites to achieve top rankings in top search engines and directories.

What is the Difference Between Search Engines and Search Directories?

Search engines use robots and spiders to seek out websites. Once a site is found, a search engine analyzes the relevancy and content and then adds it to keyword search facilities within the search engine. Each search engine (example: Google, MSN, Yahoo) has different criteria for indexing websites. Therefore, to effectively get listed on every search engine, different websites need to be developed or your web designer can incorporate all search engine characteristics to produce one effective site.

The following are examples of search engine criteria...



ALTAVISTA

URL: www.altavista.com

To submit: follow "add URL" link at bottom

Time of Indexing Submitted pages: 24 to 48 hours

Meta Tags Used? Yes, checks and uses meta tags.

Spider crawls and indexes submitted site? Yes,(possibly up to 2 levels)

Popularity Factor used in scoring? Yes

Searches Case Sensitive? Yes, perhaps the most case sensitive engine there at the present time.

Possible to check outside links to your page (popularity)? Yes, by searching for:link: www.yoursitehere.com (write your URL in place of the www.yoursite here.com)

How to see if your page is indexed? By searching for:+url:
<http://www.yoursitehere.com>



INFOSEEK

URL: www.infoseek.com

To submit: follow "add URL" link at the bottom

Time of Indexing Submitted pages: about 2 weeks

Meta Tags Used? Yes, checks and uses meta tags.

Spider Crawls and indexes submitted site? No. Submit each important page yourself.

Popularity factor used in scoring? Yes, additionally, presence in "Infoseek Topics" really counts.

Searches case sensitive? Yes

Possible to check outside links to your page (popularity)? Yes, by searching for: link: www.yoursitehere.com (write your URL in place of the www.yoursitehere.com)

How to see if your page is indexed? Go to page: www.go.com/addurl?pg=CheckURLStatus.html

Preferred page size: 500 to 800 words

Difficulty (from 1 to 10 where 1 is very easy to index and score well) 9

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SEARCH TRAILK B PIZRA



EXCITE

URL: www.excite.com

To submit: www.excite.com/info/add_url

Time of indexing submitted pages: 2 to 6 weeks

Meta Tags used? NO! Make first lines of text interesting with the key message (and keywords) - it will possibly be used as your page description. This is not 100% the rule. Excite may use "description" tag for indexing. Therefore, keep "description" meta tag and make the beginning text appealing.

Spider crawls and indexes submitted site? Yes (possibly up to 2 levels)

Popularity factor used in scoring? Yes, recently they increased it's importance.

Searches case sensitive? No

Possible to check outsider links to your page (popularity)? Write your URL in search window, it will return your pages and pages linking to you.

How to see if your page is indexed? Write your URL in search window. It will return your pages and pages linking to you.

Preferred page size: 250-400 words

Difficulty: (1 to 10 where 1 is very easy to index and score well: 4

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TRUCK & PIZZA



What is a Search Directory?

A search Directory does not use robots or spiders. People examine sites and then place in the correct categories to meet certain qualified criteria. You must submit your site to Search Directories.

*Search Engines do not index all sites...
...less than 50% of all sites!*

Most Popular Search Sites

(produced by Nielson/Netratings study)

- Google provides it's own search results. AOL, MSN get its results from Google.
- Google.com** - Google's the big kid on the block. Lots of people search the GOOGLE index on its own search site, and it feeds many sites.
- AOL.com** - AOL gets search results from GOOGLE although it manipulates them slightly, presenting them in a different way from the same search at GOOGLE itself and from the Open Directory Project.
- Yahoo.com** - YAHOO gets results from GOOGLE, Inktomi, and Overture and although it doesn't feed any other sites, it does have its own search system (a search directory in fact).
- MSN.com** - MSN gets results from Inktomi.



How Does a Web Designer Bring a Website to the Top of Each Search Engine?

The following is a checklist of important components to achieving high rankings on the search engines:

- Content relevancy of the website.
- Research the site's characteristics and redevelop with all search engine criteria in mind.
- Study and research the best keywords that will bring your website traffic.
- Keyword analysis on each chosen keyword.
- Build keyword specific pages for each search engine or combination of criteria.
- Submit your site to each directory...Let the search engines pick it up?
- Research changing source code metatags.
- Establish links for other relevant sites.



Getting to the TOP...

The most powerful tool is to have other sites link to yours. It is the equivalent of word of mouth advertising and I suggest spending a lot of time on this.

Find links by going to the search engines and contacting people who go after the same keywords as your site. Email or call to ask to exchange. Each link will not only get you traffic, but will increase your listings in the search engines.



Submitting to Google?

The most important crawler based search engine is GOOGLE. The best way to get listed with GOOGLE is to build links. A search engine's main purpose in life is to follow links, so the more links you have pointing to your site, the more likely it is that the crawlers will find and include your pages.

Submit your Homepage and two or three other pages from within your site. This increases the target for the crawler to find you, and it gives GOOGLE a number of alternative routes into your site.

Relevancy is extremely important! GOOGLE uses search technology called Pigeon Rank. It is faster than human editors and can compute the relative value of thousands of web pages very quickly.



Submitting to Yahoo?

- Yahoo is considered a Directory chosen by humans.
- Listing criteria is strict
- Will not list sites unless they are the highest quality for their particular category (no spelling mistakes, broken links or under construction signs)
- View other sites in your categories that apply to you. Make your site as good or better quality than what you see and you will get listed in good position.
- Make sure the description you submit is consistent with your website.
- Being listed in Yahoo poses advantages to site owners:
 1. Stand higher chance of being noticed by all others because of respect
 2. Helps robot and spiders find you
 3. Helps link analysis for relevancy



Conclusion...

These are the most important points you need to keep in mind when building your successful website

- A good name for your business and for your virtual domain.
- A good provider.
- Meaningful, frequently used keywords related to your business.
- Good business image.
- Proper website construction, with well placed keywords, side entrances, etc.
- Submission to search engines, in accordance with their specific type, and constant monitoring of your positions.
- If necessary, resubmissions and page optimization (it will be necessary)
- Links from other sites to you (submitted to search engines, if possible)
- Other means of getting traffic (banners, newsgroups, etc)
- Regularly updating your site, and keeping it "alive" and attractive.
- Good relations with your customers - quality of service, special offers,. etc.
- Keeping in touch with your visitors (newsletters, update notifications, etc)

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Questions?

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