

(web consultation, design, development, optimisation)

Making the most of your website

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Sound Familiar?

- ▶ “Nobody can find my site ...”
 - ▶ “The Internet is so big now, it’s not worth a small business like ours investing in Search Engine Optimisation.”
- ▶ “I can’t understand all this techie jargon that my web designer goes on about.”
 - ▶ “I need my site to generate more enquiries, but where do I start?”
- ▶ “Why isn’t my site easier to find on Google?”

What do you really want?

- More visitors and clients...
- More sales to the clients you've already got...
- To minimise your running costs....
& gain more profit from what you do...

So – is attracting more customers to your website going to help you achieve the above?

I won't be able to make you Google experts in 20 minutes, but you will be able to get more useful traffic to your website after this presentation!



Before we begin

- Is your website “fit for purpose?” What is the purpose?
- Do you know what numbers of visitors you’re getting?
- Where do they come from – locations and sources?
- Are most of your customers local? Do you care?

Do you:

- capture email addresses & market to these customers to get them to come back to your website (or to you directly?)

How do people find your website?

- ▶ Offline
- ▶ Online – not Search Engine based
- ▶ Online – Search Engines – particularly Google



Offline

- ▶ Website address on everything...
- ▶ Use the website... (how many M.D's or receptionists don't know the address?)
- ▶ Premises / display stands signage...
- ▶ Answerphone message..
- ▶ Labels on products...
- ▶ Promo giveaways.....
- ▶ Company vehicles (by using vinyl wraps)..
- ▶ Regular articles in newspapers/industry mags etc...as long as they include your web address in the article!

Online – not search engine based

- ▶ Signature files – (bit of text at end of your emails)
- ▶ Free directory listings in appropriate headings
- ▶ Avoid “link farms” (can have the opposite effect!)
- ▶ Paid for directory listings if appropriate e.g.
www.Smoothhound.co.uk if in B & B /hotel trade
- ▶ Careful contribution to bulletin boards / forums etc

Online – search engine based – First things first!

- ▶ Make sure your site has useful content on it and you know where your visitors come from..
- ▶ Make sure you've done some research on your competition's websites (especially if they're better at this than you)
- ▶ You can check your site at www.checkpagerank.com
- ▶ **BUT** bear in mind the relative importance of this ranking to the business aims of your website...(does your site really need to be as big/popular as Amazon/BBC/Google? Could you cope if it was?)

Online – what do search engines do?

- ▶ Try to answer queries from visitors “in the most appropriate way”
- ▶ Make money (for themselves!)
- ▶ Web bots (pieces of automatic software) from search engines crawl the web, indexing sites – or you can submit your site to some of them
- ▶ “Organic” or “natural” listing versus paid for Pay per click advertising

Online – search engine based

- ▶ There are more search engines than just Google!

BUT....

- ▶ Google often feeds data to other search engines anyway.
- ▶ See ww.bruceclay.com/searchenginereationshipchart.htm for where data gets fed to and from + other useful info on this site too



What makes Google like your site?

- ▶ There are huge discussions in great technical detail about this + £Millions spent by big firms on SEO

BUT....

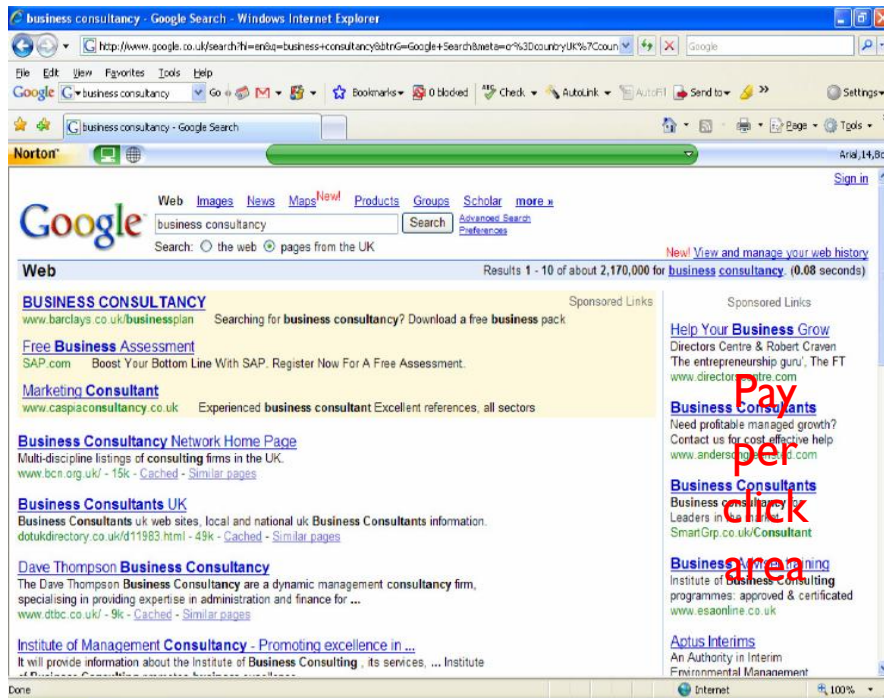
- ▶ Good appropriate content + “Keyword density” of about 4 - 9%
- ▶ Links from other appropriate high quality (i.e. Higher PageRank) sites
- ▶ Title bar (at the top of the web browser)
- ▶ Appropriate “metatags” – keywords relating to what your business does

.... all seem to help!



Pay per click advertising

- Using pay-per-click (PPC) advertising can also be useful
- Particularly valuable to “kick start” traffic to a new or revamped website
- Measure cost of acquisition of a new customer though!



Can eat up budgets very quickly and if not managed correctly can be a waste of money!

Useful websites....

- ▶ www.bruceclay.com
- ▶ www.google.com/webmasters
- ▶ www.google.com/analytics
- ▶ www.yahoo.co.uk
- ▶ www.altavista.com
- ▶ www.lycos.co.uk
- ▶ www.ask.com
- ▶ www.seo-simple.co.uk
- ▶ www.dorwardmedia.com

Visit www.google.com/webmasters for what Google really like – and what they don't!

Thank You!

▶ Any Questions?

