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## What does your website say about you?

Presented to you by  
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Tel : 020 8458 2928


27 & 28 June 2006



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## Introduction:

- Internet business consultant
- Background – business advisor - Pricewaterhouse Coopers
- National Business Link Consultants Register
- Specialism – Search Engine Marketing & SEO friendly website development
- Focus – SMEs in London




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## Objectives :

2 main problems

- I can't get on the **search engines**
- I am not converting my **visitors to customers**




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## Search Engines: Facts & Figures – How many Searches each day?

Searches	Per Day (Millions)	Per Month (Millions)
Google	91	2,733
Yahoo	60	1,792
MSN	28	845
AOL	16	486
Ask	13	378
Others	6	166
<b>Total</b>	<b>213</b>	<b>6,400</b>

Source : Search Engine Watch (March 2006)




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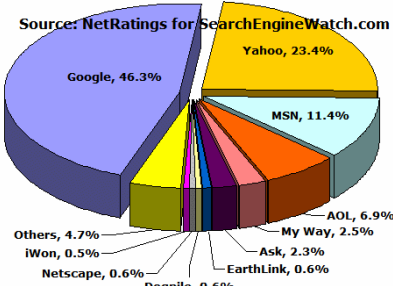
Source : Search Engine Watch (March 2006)




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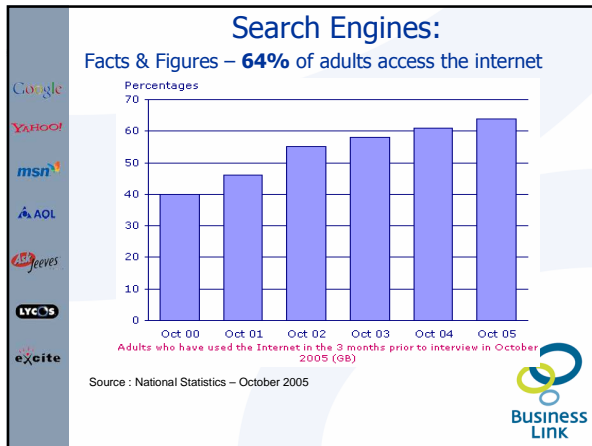
## Search Engines: Facts & Figures – online searches by Search Engines

Source: NetRatings for SearchEngineWatch.com



Source : Search Engine Watch – November 2005





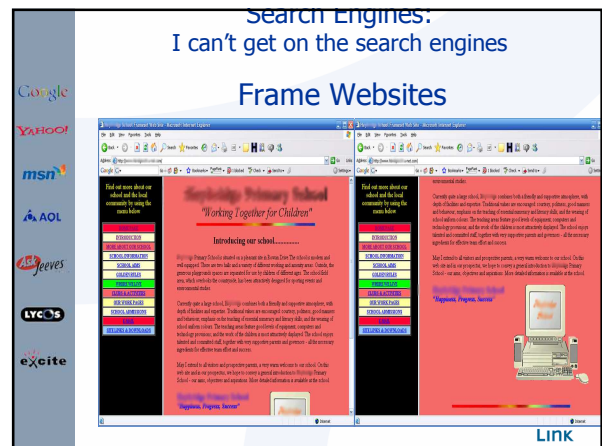
### Search Engines: Facts & Figures – internet growth

1. B2C sales will grow from **\$172 billion in 2005** to **\$329 billion in 2010**
2. Online sales will enjoy **14%** compound annual growth over the next **5 years**

Source : Forrester Research – September 2005

- ### Search Engines: I can't get on the search engines
- #### Top 10 Tips :
1. Try to avoid **flash** websites
  2. Try to avoid (multiple) **frame** websites,
  3. Logical page **structure**
  4. Build in clear **navigation**
  5. Best to have **"accessible"** website

- ### Search Engines: I can't get on the search engines
- #### Top 10 Tips :
6. Build in good, quality & relevant copywriting
  7. Build good, quality & relevant incoming links
  8. Must avoid sneaky techniques to cheat the search engines, be honest
  9. Process not an event – ongoing nurturing of website
  10. Use a web design agency that specialises in accessibility and search engine marketing



Search Engines:  
I can't get on the search engines

## Frame Websites

```

<TITLE>School Frameset Web Site</TITLE>
<META name="description" content="Primary School, a local sch
<META name="keywords" content="School, Primary, School, Sc
<base target="white">
</HEAD>
<FRAMESET COLS="150, 450">
<FRAME NAME="green" SRC="left.htm">
<FRAME NAME="white" SRC="main.htm">
</FRAMESET>
</IFRAMES>
If you can read this then your browser does not support Frames<P>
</IFRAMES>
</HTML>
  
```



Search Engines:  
I can't get on the search engines

## Web Accessibility

Go to [www.w3.org](http://www.w3.org)

Web Accessibility means that people with **disabilities** can use the Web




Search Engines:  
I can't get on the search engines

## Web Accessibility

- Help people with disability to view and enjoy websites
- Some use screen readers, text enlargement, text description for images etc
- Search engines are "like" screen readers too, they read text.




Search Engines:  
I can't get on the search engines

## Accessibility

[www.w3.org](http://www.w3.org)







Search Engines:  
I can't get on the search engines

## Ways to get onto Search Engines

- Sponsored listings (paid advertising)
- Organic listings (natural listings)



Search Engines:  
I can't get on the search engines

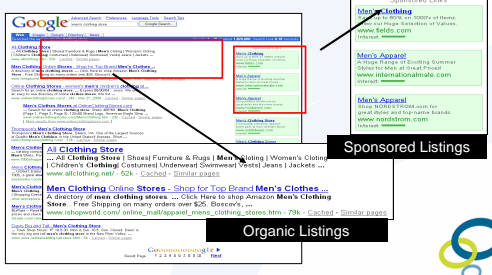

Search Engines:  
I can't get on the search engines

**Sponsored Listings**

- = Advertising
- pay per click, pay per call
- Instant listings
- Rankings determined by "bid" prices but...
- Also budgets and "click through rates" on Google
- Your listings disappear when you stop advertising
- Good for seasonal and special offerings



Search Engines:  
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Search Engines:  
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**Organic Listings, natural listing**

**Its FREE!**

So, take advantage, get it right....


But how???



Search Engines:  
I can't get on the search engines

**Google says :**


"A Google search is an easy, honest and objective way to find high-quality websites with information relevant to your search"



Search Engines:  
I can't get on the search engines

**What does this mean to YOU?**

1. Honesty
2. Objectivity
3. High-quality website
4. Relevant information




Search Engines:  
I can't get on the search engines

**Sneaky techniques?**

Honesty

- no duplicate content
- no mirror sites
- no cloacking (see BMW case)
- no spamming
- no "link farms"
- no automated processes
- no domain spamming
- no doorway pages
- no, no, no,..... just be honest!



Search Engines:  
I can't get on the search engines

Go to google, search "bmw google"

**BBC NEWS**  
 UK version | International version | About the versions | Log out  
 Last updated: Monday, 6 February 2006, 15:31 GMT  
 E-mail this to a friend | Printable version

**BMW given Google 'death penalty'**

Search giant Google has "blacklisted" German car manufacturer BMW for breaching its guidelines.

Investigations by Google found that BMW's German website influenced search results to ensure top ranking when users searched for "used car."

Google has now reduced BMW's page rank to zero, ensuring the company no longer appears at the top.

BMW admitted using so-called "doorway pages" to boost search rankings, but denied any attempt to mislead users.

Some of the suspect pages already appear to have been removed.

Business Link

Search Engines:  
I can't get on the search engines

So how does Google list and rank websites?

Complex algorithm :

In simple terms, a mathematical calculation of how "relevant" is your site compared with the search phrase

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Organic Listings

Search engine is like a spider, it crawls the web

The Visiting Spider

Search Engines:  
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Spider finds you and puts you in an index  
Search "site:yoursitedomain.com" to find out.

Web | Images | Groups | News | Froogle | more »  
 site:twmotorinc.co.uk  
 Search: the web pages from the UK  
 Advanced Search Preferences

Web

TW Motor Inc. car repairs and maintenance workshop in London  
 TW Motor Inc. car repairs and maintenance workshop in London, specialising in Mercedes Benz, BMW, Smart Cars and all German make models.  
 www.twmotorinc.co.uk/ - 16k - Cached - Similar pages

Search Engines:  
I can't get on the search engines

- Search engine friendly sites have advantage
- Good quality relevant content
- Keyword research, competition research
- Takes time to get indexed or ranked
- Long term approach to listings

BE PATIENT, it's a process not an event!  
Get professionals to help you, mistakes can cost you dear!

I am not converting my **visitors** to **customers**

Is your website focusing on you, your web designer or your visitors?

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## I am not converting my **visitors** to **customers**

### Top 10 tips

1. Avoid slow loading flash & graphics
2. Contact details prominent
3. Keep information up to date
4. Focus on benefits to your visitors
5. Design elements – accessibility, professional



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## I am not converting my **visitors** to **customers**

### Top 10 tips

6. Explain terms & refund policies, data protection, security, phishing
7. Give them something valuable for free
8. Tell them what you want them to do. Buy, subscribe, telephone
9. After sales service, customer enquiries, are you easy to get hold of?
10. Offer newsletters, not ready now, maybe later?



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### Questions?

**I will take 2 questions,  
if you have a 3<sup>rd</sup> unanswered question,  
feel free to contact me, you have my email....  
[sally@seosolution.co.uk](mailto:sally@seosolution.co.uk)**

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**GOOD LUCK!**

