

# Our Five Step Guide To Successful Internet Marketing



Getting the best from your website: An introductory guide

## Step 1: Select your keywords carefully

On one hand there is no point spending lots of time building a website if no-one visits it to see your work. On the other hand there is no point trying to get to the top of the major search engines for really common search terms such as “holidays” if for example you are a small travel agency.

So you are trying to find a niche that balances two things:

- Number of searches for your keyword(s) in a month (the more searches the better).
- Number of competing websites (the less sites the better!).

Many tools combine these to give a “Keyword Effectiveness Index” by dividing the number of searches by the competing sites.

One of the best is the [Google Key Word Research Tool](#).



## Step 2: Communicate clearly what your website is about

A number of key elements help the search engines understand what your web page is all about and your keywords need to be included in these sections. Important elements are:

**Domain Names** are a really important factor on search ranking. Consider setting up a site with the key words in the domain name

**Meta Tags** are descriptions in the header of the page which are not shown on the page but help the search engines to understand the pages contents.



These important tags include:

- **Title** - This is the text that appears in the title tab for your page. It is also the title that Google will pick up so make it meaning full and ensure it contains your key words. The key words have more importance if they come first but make it sensible and standalone summary of your page theme.
- **Meta Descriptions** - These are labels that Google uses to understand you pages. They include the title, description and Meta keywords. The title and Meta description are the most important and your keywords should appear early and possibly several times in the description.
- **Heading Tags** - Like headers in a word document then the headers on a web page tell Google and visitors what the site is all about. So you should make sure you keywords are well represented in the headings (H1) and subheadings used on you web page.
- **Image Alt tags** - Images that you use on the web page have labels which are buried in the code. You can see these if you point at the image before you click on them. Again, your keywords should be shown in these image descriptions.

## Step 3: Create good, dynamic content

Google loves websites which are frequently updated and have fresh engaging content. One way to achieve this is to set up a blog to post news and updated information about your company.

Blogs are easy to establish and generating one post a week will significantly improve the quality of your site. It is easy to integrate a blog with your twitter account so that you can alert a community of new posts.

A discussion forum can also generate lots of live content.



## Step 4: Generate quality back links

Create back links by writing relevant articles, publishing press releases, joining relevant forums, commenting on blogs in relevant areas, and paying to join some of the key directories.

1. Generate real news press releases and publish them on some of the better PR sites such as: [www.i-newswire.com](http://www.i-newswire.com) and [www.1888pressrelease.com](http://www.1888pressrelease.com). It can be worth paying the \$49 for premium release. Try to avoid the cheap links, you will get a bad name!
2. Register your company on Google maps / Google places.
3. Advertise and swap back links with people in your local business network.
4. Write and publish articles which contain your key words on the main article sites <http://www.buzzle.com> and <http://ezinearticles.com/>
5. Search for relevant blogs and comment on articles including a back link to your site.

## Step 5: Build a community

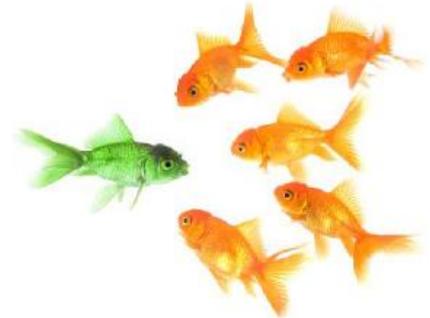
Building your own online community can be a very powerful way of engaging with customers.

Today it is easy to build Facebook-like functionality into your website so that your customers can share their areas of interest.

This can be as simple as a newsletter, user forum or a fully interactive community.



Recent research by Thompson Local shows that 70% of small businesses do not optimise their website to improve their rankings in the search engines. Many small businesses are missing out on a huge opportunity because according to Forrester Research, because as much as 70% of online purchases start with a search engine query.



At SBSEO, we understand the needs of small businesses. Whether it is advice and guidance, training, full SEO and website development services we can help you use Google to fish for sales.

*“Give a man (or Woman) a fish and you feed them for today.  
Teach a man (or Woman) to fish; and you feed them for a lifetime,  
We will teach you to use Google to fish for sales! “*

If you would like to discuss how we can help you improve your websites optimisation and rankings in the search engines, please do not hesitate to contact us at:

[mail@SBSEO.co.uk](mailto:mail@SBSEO.co.uk)