

## **Key Components of an Effective Website**

### ***Custom Domain Name & Email Address***

### ***Information Visitors are Seeking***

- Hours & Location
- Contact information
- Products & Service Offerings
- Pricing
- Menus
- Online Purchase Information

### ***Call to Action (What is the desired action for the visitor to take?)***

- Call
- Email
- In-person Visit
- Signup to Newsletter
- Buy

### ***Tracking Mechanism***

Google Analytics ([www.google.com/analytics](http://www.google.com/analytics))

### ***Search Engine Friendliness***

Optimized for Search Engines  
Link-worthy  
Content rich

## **Five Fatal Website Flaws**

- 1. *Not Having a Descriptive Title***
- 2. *Not Utilizing Meta Description Tags***
- 3. *Using Flash Inappropriately***  
Flash is an enhancement tool, not a structural tool
- 4. *Using Frames***
- 5. *Having Bad Code***

## **Search Engine Optimization**

### ***On-Page Optimization***

#### **Meta Data**

Each page of your website should contain the appropriate Meta data, which is keywords, titles and descriptions that help the search engines determine the topics your webpage is focused on. The meta title is the text displayed at the top of a visitor's browser window, and is also used by the search engines in their ranking algorithms. Meta description also, in some cases, are used by search engines to determine the text that their users will see in the search engine results pages.

#### **Optimized website code**

#### **CSS Stylesheets**

#### **Alt Tags on Images**

#### **Sitemaps**

A sitemap is a listing of every page that is contained within your website. Sitemaps come in two forms. The first is a form that visitors to your site can use to see, at a glance, the full content of the website. The second is a search-engine specific format that can aid the spiders to "crawl" your website, finding and indexing each page.

#### **Optimized Navigational Structure**

### ***Off-Page Optimization***

#### **Directory Submissions**

There are over a thousand website directories on the Internet. While some of these directories do provide visitors, the main purpose of submitting a website to a directory is to obtain a backlink.

Directories typically only provide a backlink directly to the home page of your website.

Directories are segmented by categories and sub-categories, which gives context to your website listing. In addition, many directories have obtained high PageRank within Google, and backlinks from these directories will aid your website in obtaining higher PageRank as well.

#### **Directory Featured Listings**

Many directories offer featured listings for a nominal annual cost. These featured listings have higher prominence

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within a category, and are often on pages with higher PageRank. Featured listings can be a very cost-effective method of obtaining high-weight backlinks.

### **Paid Inclusion Directories**

There are a few specific directories, such as the Yahoo Directory, that require a significant payment in order to obtain a listing. However, the traffic and weighted backlinks obtained are often worth the expense.

### **Article Submissions**

Creating articles and submitting them to the numerous article directories has a number of benefits. Backlinks to your site are provided from the article directories. In addition, other websites can choose to syndicate your content on their site, and that will increase the backlinks provided. As well, both the article directories and the content publishers can be a source of traffic to your website.

### **Press Releases**

As in the offline world, press releases can drive large amounts of traffic to your website, as well as increase the number of one-way backlinks to your site. A well-crafted press release can get your news on leading Internet news sites, such as Google and Yahoo! News. It can also provide visibility for your organization via social media outlets. Lastly, like articles, a press release can be syndicated, and flow onto many different websites throughout the internet, and offline, including the Associated Press.

### **Social Bookmarking**

Another method of obtaining high-weight backlinks is to create links within popular social bookmarking services, such as Digg, Del.icio.us, and Technorati. Social bookmarking sites typically provide targeted traffic to your site in addition to the backlinks. Social bookmarking is also a method of establishing backlinks to the inner pages within your site, instead of just links to the home page.

### **RSS Feeds**

Generating an RSS Feed for your site content (and your blog) and submitting it to several RSS Feed Aggregators not only builds links back to each page of your site, but also can drive traffic.

### **Social Networking / Social Media Marketing**

Social media has received a lot of attention from online marketers. Leveraging your company's presence on the social media sites like Facebook and MySpace can be a very powerful way to drive traffic and obtain search engine rankings.

### **External Content Pages**

Leveraging the power content sites like Squidoo and Hubpages have within the search engines can not only build link value to your site, but also provide alternative ways for potential customers to find your site, and to discuss your products and services.

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### **Online Audio & Video**

Sites like YouTube and BlogTalkRadio provide additional means for communicating with your potential customers, using audio and video.

### **Blogging**

Blogs can be an effective means of regular communication with visitors, customers and prospects, while adding relevant content to your website. Blogs can also be used as external content, by syndicating blog posts to blogging networks, where they are posted on other people's blogs, bringing you links, and in some cases, traffic.

### **Reciprocal Linking**

Reciprocal Linking involves the process of contacting complimentary sites in your topic area, and requesting that they link to your site, and in exchange, you provide a link to their site. Often, in addition to providing a themed backlink, these sites will provide targeted traffic as well.

### **Link Exchanges**

By adding your site to high quality link exchanges, you can obtain numerous weighted links back to your site, both to the home page and to inner links. These links are on-topic one-way links, and can provide both traffic and backlinks.

## ***Other Aspects of Online Marketing***

### **Online Newsletters / Customer Communication**

### **Reputation Monitoring**

## **Building an Autoresponder List**

### ***Add Email Capture to Website***

#### ***Add website URL to:***

- Cash Register Receipts
- Invoices
- Other Paperwork (Letterhead, Business Cards)
- Print Ads
- Radio Ads
- TV Ads
- Store Window
- Company Vehicle
- Joint Ventures

For A List of Resources for the Do-It-Yourself-er, visit <http://www.JeanRennick.com/DIY-SEO.html>