

Internet Marketing Strategy

Search Engine Optimisation

June 2010

A company's point of difference is the best method for greater visibility in a crowded market, this includes visibility on search engines.

This document discusses the basic techniques that help a site become more visible on the big 3 search engines, Google/Yahoo/Bing.

Author: Matt Hardy
webhaveninternational.com
+45 61666779

København, Denmark
Auckland, New Zealand

©2010 Webhaven International ApS

Webhaven[®]

Content

3. Internet Marketing Strategy

4-5. Search Engine Visibility - SEO

Internet Marketing Strategy

Marketing your website requires a combined effort between the author, designer and technical teams. Here are some guidelines that describe how to approach a Search Engine Visibility and Optimisation Strategy.

1. Market positioning & team strategy

- First, look again at your market positioning, your communication angle and how your key messages build and promote your Brand.
- Conduct a brand review. This will help decide/confirm the key words that clearly describe the business, define/confirm key business goals and guide the 'communication tone' for your audience and how the content author should proceed.
- Know the competition better.
- Compile a report on the competition's keywords, their points of difference and general written content.
- Ensure there are points of difference in the construction of your strategy.
- The results of a brand review are used to focus the communication strategy and niche position for The Business. The author will use these to put together well structured, clearly communicated text for the site.
- Ensure the other participants in the project understand the strategy and agree on how to design and build the website following the strategy guidelines.

2. Offline SEO, marketing outlets: Social Media, Physical Media

- List the business on Linked In, Facebook and other Industry Relevant directories.
- Remember to set up links from these social outlets to the site.

3. Links are good, but Content draws the crowds

- **Publications**
 - i Write articles for industry publications. This is a fast way to become known as an expert in your field.
 - ii People will follow up good articles by visiting the site, and possible word of mouth recommendations will positively affect visitor impressions.
 - iii Online publications will archive your articles indefinitely.
- **Blog**
 - i Write a blog, and add content often.
 - ii The main reason to use a blog, from an SEO point of view, is to provide regular fresh content.
 - iii The main benefits in using a blog, for The Business, are in offering valuable information and opinions to readers, as well as getting links from Twitter and other Blogs, when people find your content relevant.
 - iv Employ people to write articles on The Business and post to other blogs or forums

Search Engine Visibility - SEO Design & Technical

1. Designing for the client and SEO

- Remember that the success of the site SEO is a combination of Content, Structure and Advocacy.
- Start with a site plan, understand from the author which information is of the highest importance. Communicating these messages will consequently influence the visual the design process.
- Consult with technical team on how to make a good looking site work technically for SEO. Site structure can help influence content relevancy.
- Avoid graphic titles, diagrams or other graphic content replacing basic HTML text in the visual communication.
- Avoid Flash unless using as media programs not essential to site visibility.
- If in doubt consult technical team early.

2. The target and the audience - Robot / Human

- Use the market positioning review results to make your own general list of keywords and description of The Business.
- Describe The Business in 2 sentences or less, using some of the most important keywords.
- Do not over use or repeat key words over and over, keep your writing human readable.
- Main search engines are the big 3 - Google/Yahoo/Bing
 - i Bing prefers rating Meta tags higher.
 - ii Google/yahoo are currently ranking the copywriting as more important.
 - iii All can change without warning, keep an eye on the industry and search engines.
- Remember the Directories: dmoz.org + local sites. Links to the site from these will help in the site's relevancy.

3. Technical - general practice

- Descriptive page titles.
- Add Meta Tags + language/author/robot instructions on indexing.
- Fine grained sites can use different Meta content on every page
- Insite sitemap - (single page site directory).
- Use H1 (heading) and P (paragraphs) to write/layout content.
- Use keywords in Headings and again in first 2 Paragraphs.
- Link internally to relevant locations, use descriptive link text, not always 'click here'.
- Use CSS to style content - designer consult with technical team.

4. Sitemap XML

Submit XML sitemap to Google.

5. General promotion

- Participate in relevant industry forums, comment on relevant blogs, only link back to relevant content.
- Product sites: Register online product lists in alternate 'price comparison' sites. ie. <http://pricespy.co.nz/> or <http://www.kelkoo.dk/>
- Use social media, Twitter/Facebook, and be professional.
- Map The Business on maps.google.com - register with google for this feature.
- Add blog RSS feed to Linked In.
- If content warrants it, re-factor the site for mobile platforms. Android/iPhone.
- Engage the audience, provide benefits when becoming a member of The Business contact list.
- Use Jobtask contacts system and groupmailer for newsletters, product PDF's, up-to-date price lists. Keep in touch with your audience, and keep it relevant.
- Find useful member only tools for the site, ie. electronic buy 5 get one free coffee card (barcode powered)
- Consult with technical team regularly on new technology or upgrades to the the CMS software.
- Innovate with communications and expand the internet marketing campaign over time.
- Create a Viral Campaign
- Advertise on industry specific sites, or industry partners.
- Lastly, resort to Google Adwords, Facebook Adwords, NZ Herald advertising - (note: this does not help SEO).

<http://webhaveninternational.com/>

Webhaven[®]