



Driving More Qualified Traffic to Your Web Site

HERE ARE VITAL TIPS
AND STRATEGIES ON
HOW TO MAKE THE MOST
OF YOUR WEB SITE
THROUGH INCREASED
TRAFFIC. READ THIS
REPORT AND MAXIMIZE
YOUR RETURN ON
INVESTMENT.

Valuable Ideas to Help You Get the Most Out of Your Web Site

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These days when the Internet is as common as television, most businesses and organizations have realized the importance of having a strong web presence. It is a critical component of any marketing effort. Unfortunately, many web sites lack the exposure they need. A web site is like a brick & mortar store. If your store is one of the best with an abundance of goods yet is located on a lone country road, then you won't have many visitors and therefore many sales. The same is true for a web site on the Internet.

This report will show you how to drive more qualified traffic to your web site. I say qualified because after you implement these steps, the people who come to your site will already be people interested in what you are offering. Let's get to it.

The Foundation: Optimize Your Web Site

The first step in this process focuses on home base: your web site. If you don't already have one, I suggest you do some research and find a reputable design firm. Expect to pay a considerable amount for a professional site. Your site must be professional or visitors will click right past you and on to your competitors.

Conduct Keyword Analysis

The foundation of any effort to increase web site traffic is determining the phrases your target market is using to find companies like yours on the web. Without such a list, the remaining steps in this article will be of little use. This process is called keyword analysis. You must compile the best keywords to target. For example, if you provide resume writing services in New York, you would probably want to rank well when people search on phrases like "New York resume help," or "New York resume writers." This is the idea behind keyword analysis. It is really "keyphrase" analysis, since it is usually of little use targeting individual words.

First, compose an initial set of phrases you think users will be searching on to find your business. Take this list and log onto the Word Tracker web site (www.wordtracker.com). This service charges a fee depending on how long you need to use the service. The cost is very reasonable considering the benefit it offers. Through this service you can enter your initial phrase list, and it will tell you not only how often people are searching on those terms, but more importantly, it suggests other terms which are being searched on with a higher frequency and with lower competition. That is the key. I have found many times that the initial list of 12 or so phrases given to me by a client had only one or two good phrases. But by using Word Tracker, I found other phrases which we had not even considered. Explore the help features that the site provides to understand the complete feature set of this wonderful tool. With your final list of phrases in hand, you are ready to move on to the next step.

Make Your Site People (and Search Engine) Friendly

It is vitally important that your web site meet the following two conditions. One, it should be visually attractive reflecting the professional nature of your business. And two, it should be easy to navigate and find information. Since number one involves a whole topic on web design, I will not discuss that here. But we will dive into number two right now (well, that didn't sound good...).

Your customers need to be able to move around your web site easily, and that means having a navigation scheme that is quick to identify and use. Make sure your main navigation links are easy to find and click on. Most sites use a left or top location for their navigation bar. This is a safe location since people are accustomed to seeing it in those spots. Do not overdue graphics or Flash. People come to your site for

information, not to be wowed by spinning logos (unless of course, your company creates spinning logos). Keep it simple and clean. At this stage, you should also create a site map page. A site map is a page on your web site that has a hierarchical outline with links to every page on your site. Some people will go to the site map first to find what they are after.

You must also make your site search engine friendly. The search engines send out what they call "bots" which are little programs which "spider" the Internet (that is, visit web sites and scan their content). You want to help each search engine spider move effortlessly around your web site. To do that, make sure you have lots of linking going on. Provide more than one way for people and search engines to get to different pages. A site map, as just mentioned, is also a great way to help the search engines navigate your web site because it helps the spiders find all of the pages of your site from a single location. In addition, it is helpful to place a set of text links to your site's main subsections at the bottom of each of your pages. It's all about helping people (and search engines) move around your web site to get to information and convey what your site is all about.

Above all, write lots of useful text on your topic. Text is critical on the web since the more text you have on a page the better chance the search engines will understand what your page is "about." The end goal of your web site should be to provide lots of useful content to your audience. Think of it this way, if you have a large amount of content that genuinely helps people with the challenges they face, then people will visit your site, bookmark it, and keep coming back! That's a surefire recipe for higher search engine rankings.

Create Supercharged Web Pages

With your final, targeted key phrases from keyword analysis in hand, you are now ready to put them to use. To do that, you need to create individual pages on your web site that are each "supercharged" for a phrase from your keyword analysis list. By creating these detailed pages focused on one specific phrase/idea, you will also be creating a page that the search engines will rank high when people search for that phrase. Start each page by writing a healthy amount of useful text that contains the key phrases a number of times. As for the length of each page, I recommend having at least four to six solid paragraphs.

Let's look at an example of this. If you have a resume writing service and one of the phrases from your keyword analysis was "professional resume writing services," you would need to write a healthy amount of text for a page targeting that keyphrase. After other search engine optimization steps have also been taken, that page will soon rank high for that keyphrase. So it's important to build individual web pages that each focus on a keyphrase from your keyword list. Now let's dig under the HTML covers: Meta tags.

Optimize Those META Tags

What are Meta tags are? Meta tags are part of the HTML code that is behind each web page. You cannot see them but the search engines use them to help identify and categorize what a web page is about. Sculpting them correctly is an effective way to increase your search engine rankings (if you use a web designer, make sure they are aware of this fact). There are two tags that are important: the Title tag and the Meta Description tag.

The Title Tag

Example:

```
<title>Website Designers for Small Business - Kaufman Web Design - Search Engine Optimization Professionals Raleigh North Carolina</title>
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This tag, as you would guess, contains the title of the web page. It should be fairly short (about 60 characters). It is important to include the keyword(s) you are targeting for that page within the title, preferable at the beginning. For example: "Quality garden tools are our specialty at Garden Central." would be a great title for a page that was targeting the phrase "quality garden tools". But above all, make sure you describe what the page contains. Do not be misleading and do not use the same title for many or all of your web pages. Search engines will display this title when the page appears in their search results. Make the text strong and convincing so the user's interest will be piqued, and they will click over to your site.

The Description Meta Tag

Example:

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<meta name="description" content="Website Designers for Small Business. Web development and marketing solutions firm specializing in graphic design, website design, database driven web applications, internet marketing and search engine optimization in North Carolina.">
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This is a very important tag. The Description Meta tag contains text that describes in brief detail what the web page is about. Again, stay on target and truthfully write about what each page's main thrust is. It will help to include your key phrases here as well. It helps even more to start off the description with the keyphrase you are targeting. In the example above, we have targeted the phrase "Website Designers for Small Business." Take your time and sculpt this text carefully. To see what type of text is in your competitor's web page tags, just look at their page HTML, and you will find the patient that tags towards the top of the code.

Keep Your Keyphrases within Your Link Text

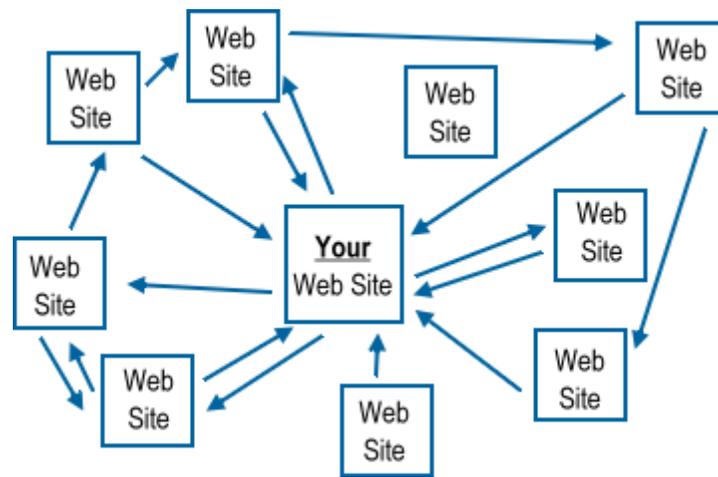
Whether you are linking around from page to page within your site or have outside web sites linking to your site, it is vitally important to include your targeted keyphrases (from keyword analysis) within the text of the links. Search engines gather information about what a site is all about from the links it finds.

For example, say you own a movie poster business. After you have done keyword analysis, you find that the phrases "Harrison Ford movie posters" and "Britney Spears Posters" are very popular. So when you link to a page in your site that has a lot of posters of Harrison Ford, you want the links to that page to include the phrase "Harrison Ford Movie posters" within it.

“Point to Me! Point to Me!” - Increasing Your Inbound Links

What are Inbound Links?

Inbound links are links from other web sites pointing to your web site. These are very important in helping your search engine rankings. Search engines, like Google, know that the more popular a site, is the better chance that it is offering solid information on its topic. If a number of other web sites (of the same or complementary subject matter) are pointing to your site, the search engines will discover this and are more likely to classify your site as “about” that topic. For example, if your site offers articles and advice on dog grooming and 12 other sites that sell dog grooming products have links to you (because you have such great content), then when the search engines spider these other sites, they will follow these inbound links and conclude that your site must be pretty darn popular and must offer solid information on dog grooming (because why else would all these other sites be linking to yours?).



Inbound Linking

How to Get Inbound Links

Getting other sites to link to yours can be a slow and sometimes frustrating process. But it is well worth it. To start, find other web sites that you would like to have links on. You can also get links from your Uncle Ed's web page on his favorite tractors, but those links will not give you nearly the bang as links from sites that offer similar information as yours. For example, a golf instruction academy would want links from local Pro-shop and sports store web sites.

The best way to get other sites to link to yours is to offer top notch content that will attract links naturally. Remember, especially with Google, inbound links can have a major impact on your rankings.

Don't Forget Social Media

The wonders of Facebook, Twitter, and YouTube (to name a few) cannot be ignored. Since most of your audience is using social media sites like these, it is in your best interest to have a presence in each of them. It is easy to set up social media sites but the real challenge is to offer truly valuable content. If you focus on engaging your audience in conversations and offering them genuine value with your content, you will have success in the social media sphere. Remember to always drive traffic from the site back to your website so that you can "close the deal" with whatever conversions you are trying to accomplish. If you don't have a great deal of time, it's best to just pick one or two social media site and go deep. A mistake would be to try to create four or six social media sites and yet not have enough time to make each site a worthwhile destination for your audience.

Where's My Wallet? - Don't Forget Pay per Click



When you are just starting out with a new web site or you're trying to boost your search engine positions, you can use Pay per Click (PPC) advertising as a tool to help your rankings. Pay per Click works like this: You bid on certain phrases and when someone searches on that phrase, your ad will show up if you bid higher than your competitors. Google is a big player with a program called AdWords (adwords.google.com). You pay to show up under the sponsored listings section of the search engine results page. It's easy to set up an account with the service. Be wary, however, PPC can get expensive. Track closely whether the effort is achieving results—80% of the time people click on the natural (organic) search engine listings, so use PPC carefully.

Be Patient and Keep At It!

The process of enhancing your site to draw more visitors can take time. The search engines send out their "spiders" regularly to see what is new or changed on the Internet, but it can take upwards of three to six months or longer for your enhanced rankings to materialize. Don't worry. The end result is worth it. And when you finish this process, don't just sit back contently. Keep the content on your site fresh by updating pages (start a blog!) often and monitoring your competitor's rankings. High search engine rankings are obtained through diligent, on-going effort. Other companies are also trying to get the top spots in the search engines, so you need to keep the steps outlined in this report handy. And if you put in some time and effort, the high rankings, and the visitors, will follow.