Search Engine Marketing
How To Design A Search Engine Friendly Website

Presented by:

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Class begins at 7:00 pm with a review of information about current developments in Internet Marketing, followed by presentation of the topic of the evening, ending at 9:00 pm.

(Materials used in the class presentation will be available for download from
http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)

Importance of Ranking

- A new study has added tangible evidence to the widely held view that top-ranking search results get the most attention from users, and that lower-ranking results are all but invisible to most people.
  - eye tracking firm Eyetools examined the eye movements of users viewing Google search result pages.
  - most viewers looked at results in an "F" shaped scan pattern
- This area was viewed by 100% of the 50 participants in the study.

A New F-Word for Google Search Results, By Chris Sherman, SearchDay #1002, Reports available (registration required.) from Enquiro at http://www.enquiro.com/Downloads/Register/Register.aspx ,

Organic Search Results Viewed:

- Rank 1 - 100%
- Rank 2 - 100%
- Rank 3 - 100%
- Rank 4 - 85%
- Rank 5 - 60%

- Rank 6 - 50%
- Rank 7 - 50%
- Rank 8 - 30%
- Rank 9 - 30%
- Rank 10 - 20%

A New F-Word for Google Search Results, By Chris Sherman, SearchDay #1002, Reports available (registration required.) from Enquiro at http://www.enquiro.com/Downloads/Register/Register.aspx ,

Sponsored Listings Viewed (right side):

- In aggregate, fewer people looked at the sponsored listings;
  - exception to this was when sponsored ads were served at the top of a search result page
  - Ads at the top of the page were viewed by 100% of study participants.

    - **Sponsored listing 1 - 50%**
    - **Sponsored listing 2 - 40%**
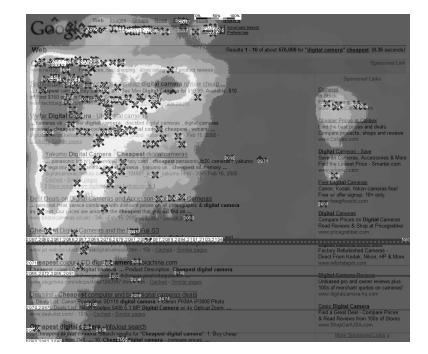   - **Sponsored listing 3 - 30%**

    - **Sponsored listing 4 - 20%**

    - **Sponsored listing 5 - 10%**
    - **Sponsored listing 6 - 10%**
    - **Sponsored listing 7 - 10%**
    - **Sponsored listing 8 - 10%**

Organic Search Still Rules

- algorithmic listings in search indexes generate an estimated six of seven commercially natured search referrals.

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1. Determine Your Target Market

2. 99% of you know who your target market is, now you need to choose the keywords that you believe they will search for.

3. Check your current traffic statistics and note what traffic you are already receiving and under what keywords.

4. Visit the site of a competitor who ranks well in major search engines. View meta tags and text-on page using Google highlighter, word density of competitor.

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5. Tools to determine your target key phrases
   **https://adwords.google.com/select/main?cmd=keywordSandbox,
   http://conversion.7search.com/scripts/advertisertools/keywordsu
   ggestion.aspx,
   http://www.espotting.com/popups/keywordgenbox.asp,
   http://inventory.overture.com/d/searchinventory/suggestion/,**

6. Select A URL that is search engine friendly

7. Load Time
   http://www.websiteoptimization.com/services/analyze/
   http://www.netmechanic.com/

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8. alt and title tags

9. Using anchors:

10. Backwards Links

11. directory friendly Content, browser compatibility load time *take time to write the best title and description (Yahoo & ODP)

12. search engine friendly code (html 3.2)

Site Structure

1. Look & Feel Of Site Including Flow Chart

2. colour choices

3. page layout. How many columns will you have? Where will your navigation be positioned

4. always use table with DIV Tag in Percentages. Do not hard code at fixed pixel width.

5. key phrase rich content

6. Site Map

Spam

- In the seo field, Spam is illegal techniques used to try to trick search engine spiders.

Spam:1. Hidden Text

- The easiest way to find hidden text on a site is to hold down the left mouse button and drag your mouse across the entire body of the page you are looking at. This will highlight all text and images on the page, including any text that may be the same colour as the background

Spam: 2. Off Topic or Redundant Text

- text that does not relate to the topic of the site in any way, it will likely be considered Spam. If this type of Spam appears too often, your site will likely be considered banned.

Spam: 3. Keyword Repetition

A. Meta-Tags

- Any excessive repetition of specific words in the keywords meta-tag will be considered spam. A common rule of meta-tags is to only use the same word a maximum of three times in the Keywords tag.

B. Body Text

- It is important to note that each word used on your site must be relevant to the topic of your site and must be used in a proper context. In other words, you can't just bulk a number of words in the lower section of your website and hope search engines reward your with high rankings. Unless each word used has a good excuse for being there, it will likely be considered spam.

Spam: 3. Keyword Repetition

C. Transparent or Hidden Links

- Do not hide links by using a tiny, invisible image link. To examine the source-code of your website by clicking on the word View (File Edit View Go to the word Edit and choose Find. Enter the following information, "width="1" height="1" border="0"". If the Find feature offers anything up in return, chances are you should take a close look at it. If it is a link to another URL, immediately remove it.

D. Pages Generated by Mechanical Means

- There are dozens of instant page creators on the market today. Most of them are junk and produce pages that are easily spotted by search engine spiders. Website design is becoming so simple that the use of mechanically generated sites is unnecessary.

Spam: 3. Keyword Repetition

E. Cloaking
- Cloaking is a technique that offers one set of data to search engine spiders and another set of data to live-human users. Cloaking is a highly advanced technique and is not likely to be used without the knowledge of the website owner or Webmaster. Don't Do It.

F. Duplicate Content
- Affiliate marketing schemes, there are tens of thousands of sites with duplicate content out there. As they are in the business of providing accurate and relevant results, search engines do not like sites that repeat what another site has already said. If your site is one of ten thousand duplicate sites, chances are you're not going to rank well anyway, especially since your site does not get to remain in the search engine's database for very long.

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- End of presentation
- Questions and Answers from the class