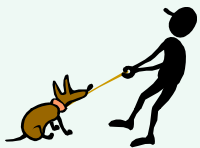
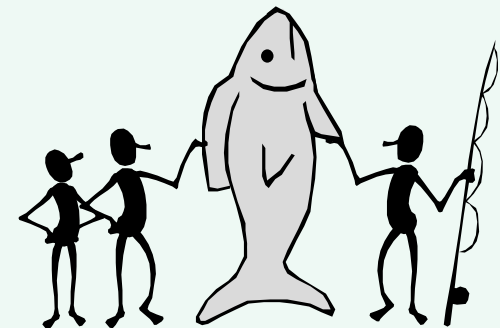




# What Makes a Web Site Work?



The elements that contribute to a web site that will attract qualified traffic.



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# What a web site does

- **Establish an image for your business**
  - identifies you as a professional and capable organization with which to do business.
- **Inform prospects about what products and services you provide.**
- **Educate prospects about the advantages of doing business with you**
  - as opposed to dealing with your competition.
- **Provide services to your clients conveniently through the Internet interface.**
- **Attract new prospects to your business who may never have heard of your company.**



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# “Stages” of Web Sites



- **Brochure**
  - Basic site, creates reference material and presence on the web
- **Enabled**
  - Utilizes basic search engine friendly approach to construction
  - Over time, can have an impact
- **Energized**
  - Utilizes seo techniques in relation to investment
  - Amount of investment needed is related to competitive environment



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# “Stages” of Web Sites (Characteristics)

- **Brochure**
  - Very simple will do, limited pages, get away with anything!
- **Enabled**
  - Avoid critical mistakes
  - Create real content, and enough to be interesting
  - Follow basic SEO techniques
- **Energized**
  - Follow the basics above
  - Emphasize creation of content using SEO techniques
  - Continually look for opportunities for enhancement



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# Internet Marketing

## (The Short Course!)



- **Avoid crippling mistakes.**
- **Identify the right keyword phrases for your business.**
- **Use the phrases where they will help you.**
- **Get links to your site.**



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## Avoid Mistakes

- **No frames or flash based site design**
- **Avoid emphasis on graphics**
  - Be careful with any that you do use
- **Get a hosting company that will support you and provides good statistics**
- **Avoid script-based linking**



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# The Basic Elements



- **Content:**
  - Nothing takes the place of quality content.
  - Answer the question: “Why should anyone want to come to your site?”
- **Keywords:**
  - Must be selected to relate to the content, and pertain to how prospects search for the content.
- **Keyword placement:**
  - Correct utilization and placement of keywords on the site.
- **Links:**
  - Other sites on the Internet must acknowledge the site, specifically directories.
- **Promotion:**
  - Submission to search engines, newsletters, business cards, e-mail signatures, ads, etc.



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# Additional Considerations

- **HTML validation**
  - Code on the site must work properly
- **Develop a site theme**
  - A consistent concept enhances your site
- **Follow the rules**
  - Search engines tell you what they object to
- **Monitor performance**
  - Pay attention to what is working on your site (and what isn't)



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# Top Ten Ranking Factors

- **Title Tag - 4.57**
- **Anchor Text of Links - 4.46**
- **Keyword Use in Document Text - 4.38**
- **Accessibility of Document - 4.3**
- **Links to Document from Site-Internal Pages - 4.15**
- **Primary Subject Matter of Site - 4.00**
- **External Links to Linking Pages - 3.92**
- **Link Popularity of Site in Topical Community - 3.77**
- **Global Link Popularity of Site - 3.69**
- **Keyword Spamming - 3.69**



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Search Engine Ranking Factors, <http://www.seomoz.org/article/search-ranking-factors>

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# More Analysis of What Ranks

- **Keywords in the title tag**
- **Keywords in H2-H6 headline tags**
- **Keywords in bold or strong tags**
- **Targeted keyword in the domain name**
- **Web pages that use very few parameters in the URL**
- **Smaller sites tend to have slightly higher rankings**
- **Number of inbound links and the PageRank had a large influence**



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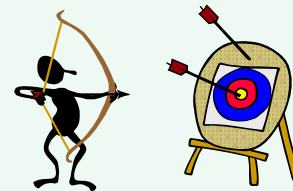
[WhatMakesSiteWork]

Axandra Newsletter 22 May 2007 citing Sistrix study,  
<http://www.free-seo-news.com/newsletter265.htm#facts>  
Original study information is available, but in German.



# Picking Your Keywords

- **Think about your business!**
  - Try to think about what your prospects might be looking for, not how you would describe the business.
  - Don't use "marketing text", people don't search for it!
- **Research!**
  - Which keyword phrases are most used, and in what form?



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# Where do you put keywords?

- **Title**
  - Single most important placement for right keywords.
- **Page headers & captions**
  - Important for search engine ranking and for clarity for searchers.
- **Page content**
  - Observe ratio principles.
  - Make sure that variations in phrasing are included.
- **Inbound Links**
  - Use Usenet, blogs, articles, etc. to manage this
- **Alt tags**
  - Low priority in terms of ranking, but can provide a means of picking up more targeted phrases for the page.



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# Spider Behavior

(related to keyword placement)

- Reads top to bottom, left to right.
- Reads text only, skips graphics.
- Recognizes elements like Title, Metatags, formatting, links, etc.

1		
2	3	5
	4	
6		



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# Importance of linking

- **Positions your site to be found by search engine spiders**
- **Adds ranking value**
  - Transmitted from the linking site
  - Links from strong sites worth more
  - Pages with fewer links out provide more power
- **Generates traffic**
  - Sites with some inherent relationship to your site are worth more to you
- **Positions your site within its “community”**
  - Community is identified by keywords and by linking relationships



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# Where do you want links?

- **Directories**

- Most important placement is Yahoo
- Other directories have great value
- Used as references by other search engines
- High value links



- **Related businesses**

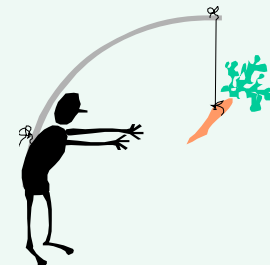
- Customers, suppliers, relationships

- **Shopping sites**

- Listings may cost something, evaluate each independently

- **Reciprocal links**

- Sites that solicit link exchanges
- Careful of "link farms"
- Make sure that link page gets exposure



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# Directories



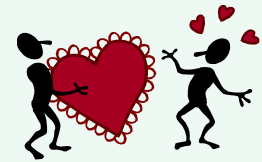
- Many industry specialized directories
  - “Edited” entries
  - Possible paid placement
- General directories: Open Directory, Yahoo
  - <http://dmoz.org/>
  - <http://dir.yahoo.com/>
- Portals: About, Go, many others
  - <http://mainportals.com/U.S.A.shtml>
- See our presentation & listing of directories



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# Reciprocal Links



- “More the merrier”
  - But, beware of “link farms”, “rings”, and other systems to trick the engines.
- Not necessarily directly related
  - But, some relationship to content makes it stronger.
- Can generate visitors
- Improves search engine ranking

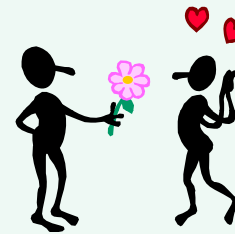


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# Other Site Promotion

- Newsletters
- Blogs
- Articles in other sites
- Press Releases
- All other printed materials: business cards, ads, brochures, etc.



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# Business Newsletter

- Targeted market
  - You are “serving” your market with a good newsletter.
- “Permission” marketing
  - You have an audience that is interested in your content.
- Direct feedback
  - Good e-mail management can tell you what the readers were interested in hearing about.
- Drive traffic to your site
  - Put the content on the site, not in the newsletter!



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# Blogging for Business

- **How are blogs different?**
- **Promoting the blog:**
  - Syndication (Feedburner)
  - Directories (BlogCatalog)
  - Search Engines (Technorati)



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# Features of Blogs

- Simple method to publish content
- Allows for public comments
- Search engine friendly
- No databases or coding required
- Ability to share headlines with XML
- Excellent free software and templates
- Excellent way to hold yourself up as an expert on any chosen subject.
- Excellent alternative to email distribution lists.
- Multiple page creation. Article, journal, archive, etc.



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{Blogging-Syndication-RSS}



# Article Publishing

- Increase your visibility
- Get more links
- How does it work?
- Where can you go to start?
  - iSnare, thephantomwriters, ezinetrendz, submityourarticle



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# Press Releases

- More “news oriented” than articles
- How do they work?
- Where can you start?
  - Prweb, prfree, businesswire, prnewswire



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# Usenet Posting & Advertising

- Free advertising
- Search engines now crawl for information
- Can generate direct leads
- Drive traffic to your site
- Software for posting:
  - <http://www.forteinc.com/main/homepage.php>



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# Other Promotion



- **Ebay**
  - Offering product through Ebay can add to your positioning on the Internet.
- **Photo related sites**
  - Pictures of your product can be shown free with descriptions containing keywords.

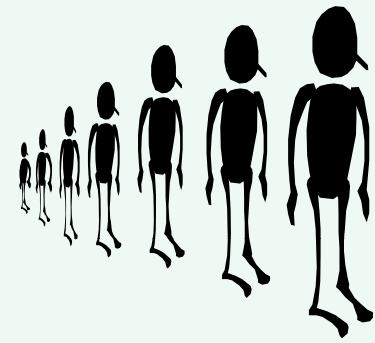


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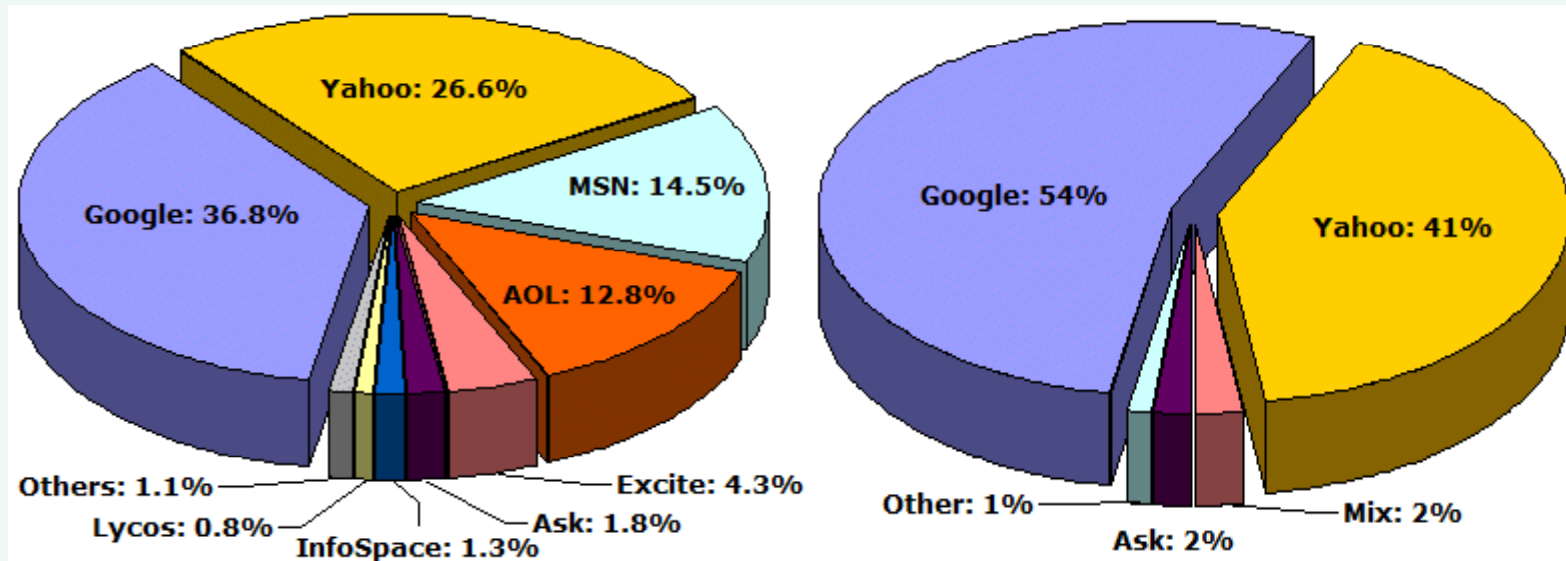
[WhatMakesSiteWork]

# Search Engines

- 000's of engines
- Focus on top engines
- Some feed others
- Names: Google, Yahoo/Inktomi, MSN, & all the rest



# Share Of Searches: May 2004

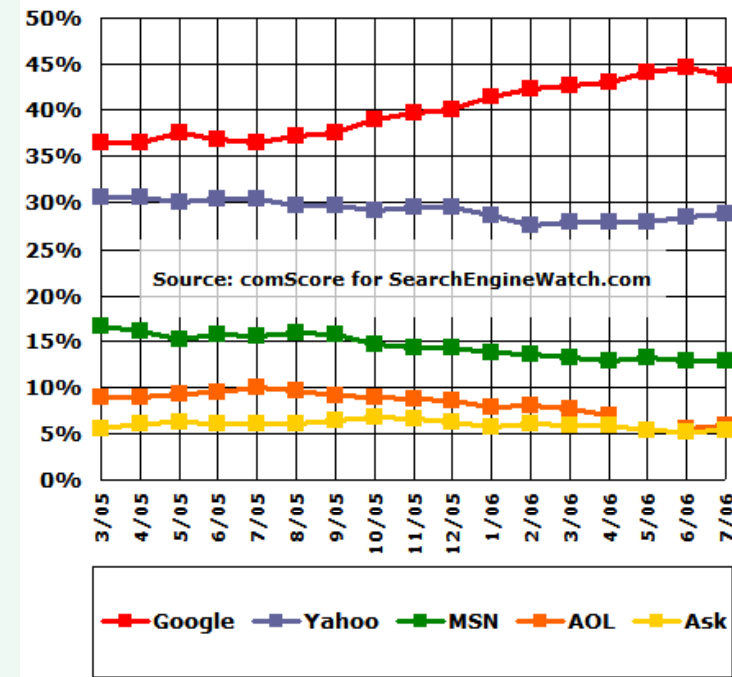
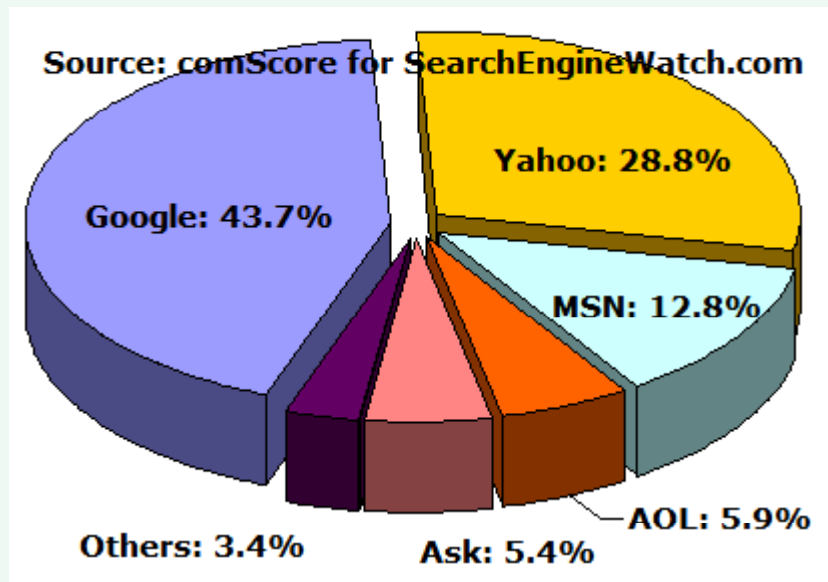


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comScore Media Metrix Search Engine Ratings, By Danny Sullivan, Editor,  
July 23, 2004 <http://searchenginewatch.com/reports/article.php/2156431>

# Share of Searches: 2006



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comScore Media Metrix Search Engine Ratings ,  
<http://searchenginewatch.com/showPage.html?page=2156431>



# How search engines create descriptions

Search Engine	If Meta	No Meta	Second Description	Other
AltaVista	Meta Tag + Snippet	Snippet	n/a	Paid Custom Tagline can substitute for meta tag
AllThe Web	Snippet (meta tag used for second description)		Meta Tag -otherwise- ODP	n/a
Lycos (AllThe Web)	Meta Tag	Snippet	n/a	If no meta tag, snippet used
Google	Meta Tag or Snippet	Snippet	ODP	Use of meta tag expanded in 11/02
Inktomi (MSN Search)	LookSmart or Snippet or Meta Tag		n/a	Meta Tag always used for paid inclusion URLs
Teoma	Meta Tag or Meta Tag + Snippet	Snippet	n/a	If no text, ODP description used, if appropriate
Wisenut	Snippet (meta tag not supported)		n/a	n/a



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Search Engine Display Chart, By Danny Sullivan, Editor, December 5, 2002 [http://searchenginewatch.com/\\_subscribers/article.php/2148871](http://searchenginewatch.com/_subscribers/article.php/2148871)

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## Search Engines are Picking Up Steam

March 24, 2003, BusinessWeek Online

- Paid-search revenue grew 40% last year, to \$1.4 billion
- 23% of the \$6 billion Net advertising market
- Search-related revenues, mostly from advertising, will grow 43% this year, to \$2 billion. U.S. Bancorp Piper Jaffray
- Search-related ads attract far more interest than regular scattershot Internet ads. Why so? They give people what they're already looking for.
- At an average of 35 cents a click, paid search undercuts the \$1-per-lead average for Yellow Pages ads sync because up to 35% of searches are for products or services
- Google.com draws 39 million unique visitors a month



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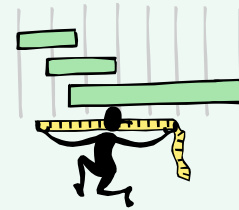
# Managing your site

- “Train” the spiders!
  - Frequent updates & changes
- Control the spiders!
  - Link structure
  - Page placement



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# What Google Tracks (possibly)

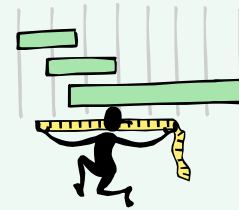
- the frequency of changes
- the amount of changes (substantial or shallow changes)
- the change in keyword density
- the number of new web pages that link to a web page
- the changes in anchor texts (the text that is used to link to a web page)
- the number of links to low trust web sites (for example too many affiliate links on one web page)



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<http://www.free-seo-news.com/newsletter154.htm#facts>

[WhatMakesSiteWork]



# What Google Tracks (possibly)

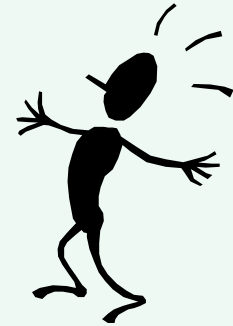
- the length of the domain registration (one year <-> several years)
- the address of the web site owner, the admin and the technical contact
- the stability of data and host company
- the number of pages on a web site (web sites must have more than one page)



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<http://www.free-seo-news.com/newsletter155.htm#facts>

[WhatMakesSiteWork]



## Other Insights

- According to Google, valuable domains are often paid for several years in advance while doorway or throwaway domains are rarely used for more than a year.
- Google claims that they have a list of known bad contact information, name servers and IP addresses that helps them to find out whether a spammer is running a domain.
- In addition, the patent specification claims that Google might check the information of a name server in several ways. For example, good name servers might have a mix of different domain names from different registrars.
- Bad name servers might host mainly adult or doorway domains, bulk-domains from a single registrar or domains with many commercial words.



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<http://www.free-seo-news.com/newsletter155.htm#facts>

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# Tuning your site

- Keywords used to reach site
  - Do you rank where you should?
- Movement of visitors through site pages
  - Are they going where you want them to?
- Most viewed, exits, entrances
  - Do they see what you want them to when they arrive?
  - What causes them to leave where they do?
  - Is it what you want?
- Source of visitors
  - Do your linking sites perform?
  - Should you change the link content to generate more traffic?



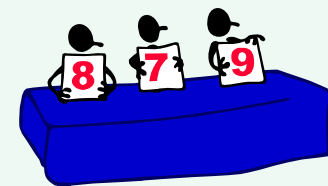
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# Web Statistics

- Hits vs. Visitors
  - “Hits” are for server management, “Visitors” are what you are interested in!
- Sources of visitors
  - What linking sites feed yours?
  - What search engines do you get traffic from?
- Page views/departures
  - Where are visitors coming in, & where leaving?
  - Why?
- Keywords/phrases
  - Which phrases work best for your site?
  - Are phrases performing like they should?



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# Analyzing Your Site

- **understand and track the site's search engine referrals over time**
  - unique visitors from search engine referrals as a percentage of total unique visitors
- **understanding of what keywords are associated with your site's search engine referrals**
  - which search engines drive the most traffic to your site for these words and phrases
- **understand your conversion rates.**
  - difference between brand-related search-referred traffic and unbranded search referrals



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SEO Site Analysis: Knowing the Score, Part 1, P.J. Fusco. March 28, 2007,  
<http://www.clickz.com/showPage.html?page=3625355>

[WhatMakesSiteWork]



# Analyzing Your Site

- **get a handle on yielding pages**
  - pages within your site that yield results based on search engine referrals
- **If you don't have access to any information about your site, give your site a zero for Web metrics**
- **Set up a spreadsheet, and create a "Site Structure" header.**
  - Under the header, create the following topics:
  - "URLs,"
  - "Linking and Navigation,"
  - "Primary Page Template," and
  - "Cascading Style Sheets & Secondary Page Structure" or "Page Template Structures."



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SEO Site Analysis: Knowing the Score, Part 1, P.J. Fusco. March 28, 2007,  
<http://www.clickz.com/showPage.html?page=3625355>

[WhatMakesSiteWork]



# Analyzing Your Site

- Give your site from one to three points if URLs aren't dynamic
- give your site a couple points if the URLs don't use session identification numbers or cookies
- give your site points if it doesn't use appended URLs
- Award points for having a flat file structure
- Add more points if your site's URLs are keyword-rich and use hyphens rather than underscores to separate these words
- give your site one point if your domain name is associated with the actual brand name for your goods and services.
- if you site is entirely Flash- or AJAX-based and doesn't produce an alternative site for non-JavaScript users, give your site a zero



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SEO Site Analysis: Knowing the Score, Part 1, P.J. Fusco. March 28, 2007,  
<http://www.clickz.com/showPage.html?page=3625355>

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# Conclusions



- Web site only one piece of marketing
- Clear focus is critical to your success
- Content is what makes your site relevant and of interest, to readers AND to search engines
- Techniques make the difference in how well your site content works!

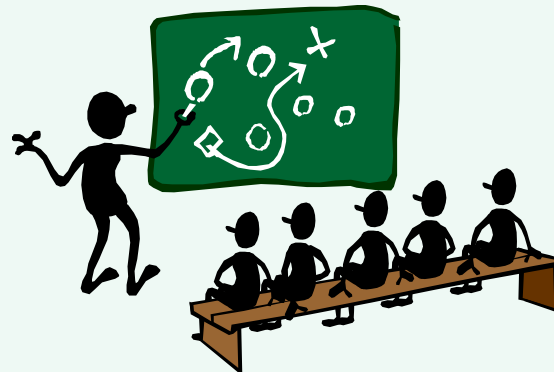


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# END OF PRESENTATION

- Time for your questions?



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# End of Presentation

**Time is 9:00 p.m.**



**Don't forget to complete your class evaluation form and turn it in at the back of the class!**

**We need to clear the room promptly so the staff can go home. Thanks for your cooperation.**



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