

Prospects will stick when you untangle your web

One of your best marketing tools is your web site. In fact, for many of your customers and prospects, you don't even exist without one!

Lets look at some things that you can do to sharpen this tool and use it to build a powerful marketing machine.

Different strokes for different folks

Most of my clients ask me to write web pages for them using keywords for Search Engine Optimization (SEO). Keywords are the most popular words and phrases that people type into their search engines, like Google, to bring up a list of possible resources.

But just having your page pop to the top of the list is meaningless if no one wants to read it when they get there. The best way to accomplish both objectives is to write compelling copy and then go back and insert the search terms that people will actually use to bring up your page. That way your message will pop to the top of the search list and engage your audience, too.

Are we there yet? Are we there yet?

When people pick up a magazine, they are prepared to spend a leisurely 30 minutes flipping through it. But when they visit your web site, they expect to find what they want in a fast 30 seconds!

That means that in addition to clear and concise copy, you must also have easy, intuitive navigation.

To keep pages short and to the point without sacrificing important information, use home and landing pages with less text and provide links to other pages with more in depth info. or articles.

You can also offer to send more information in exchange for their contact info., which is also a great way to build your prospect list!

Are we done yet? Are we done yet?

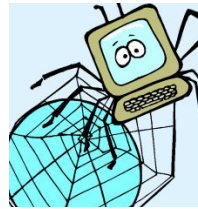
It used to be that you built your web site the same way you built your bricks and mortar offices. Once it was built, you filled it with your stuff and you were done. But web sites and companies are like living things that should be continually growing, changing and adapting to innovations, personnel changes, and the marketplace.

Changing your web site signals new content to search engines and newer content gets you sorted to the top of the list. Most people will only look at the top three to five resources produced from a search, so this can be critical.

Even removing old content can help because it's definitely a turn off to go to a site and see 'upcoming events' listed with last year's date on them!

Good, well-organized, clear, concise and engaging web site content is a must for your web site. I can help you maximize your web site 'wow!' with messages that work to achieve the results you want. So, give me a call and let's get started!

Till next time,



#0509

Let's have a 'search' party!

When you type a word or phrase into a search engine like Google, 'spiders' crawl across the text of web pages looking for likely matches to your search terms. Then the search engine sorts the hits with the most relevant pages at the top of the search list.

The best thing you can do to move up the list is to have good, relative content. If you are truly a good match for the search terms, keywords and phrases will organically populate your pages.

If you are trying to attract local traffic, make sure to mention your location in your web copy. Instead of saying, "the world's best cheesecake", try "known throughout New England as Boston's best cheesecake."

People often make typos when putting in search terms. If your page has information about 'prostate cancer', try misspelling it here and there as 'prostrate cancer' because that is a common error people make.

A few more tips:

A few more tips:

-Make sure key words and phrases show up on more than one page of your site.

-Links are text and can also be used as keywords.

-The 'Alt' image tags that show up during image mouse overs will be searched by spiders also, so make that text works for you, too!

GMA Writing Services can help you send the right message to the right audience at the right time in the right way!

Drop me a line now at gail@gmawriting.com.