

THE VALUE OF TOP SEARCH ENGINE RANKINGS

HELPING YOUR WEBSITE GET MORE ORGANIC TRAFFIC FROM SEARCH ENGINES

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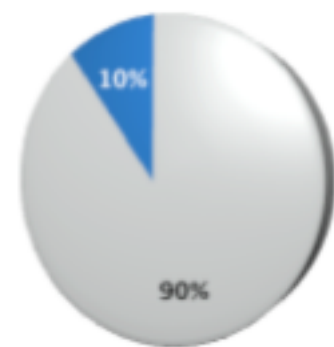
IF YOU BUILD IT, WILL THEY COME?

You have a domain name ... CHECK! You have a website ... CHECK! Now will millions of people come flooding to your website? ... NOT SO FAST! Just like any type of business, if you want people to find out about your new website, you need to take certain steps to market your site so it stands out from the crowd and people find you.

The major search engines (Google, Yahoo!, Bing) have BILLIONS of different web pages in their results, so **making the correct marketing decisions is critical** to the long-term success of your website.

THE TRAFFIC IS AT THE TOP

According to some studies, almost **90% of web searchers never make it to the second page** of the results. What does that mean for your website? Simple. If you're not ranked high on the search engines, you're missing out on the majority of the traffic.



● Page 1 ● Page 2+

And as more and more people use search engines (vs. phonebook ads) to find the product/service they need, being ranked at the top can mean a **large stream of potential customers** visiting your business website every day.

IMPORTANCE OF KEY PHRASES

People use “key phrases” on search engines to find what they’re looking for. For example, if you’re a Mexican food restaurant in Phoenix, people might type in “phoenix Mexican restaurant” or “Mexican food in phoenix” to find your website.

Search

Since there are dozens of different key phrases that searchers might use, it’s important that you identify all the different ways people might be looking for you. These are the key phrases that you’ll want to use for “Search Engine Optimization (SEO)” to drive more traffic to your website.

SEARCH ENGINE OPTIMIZATION (SEO)

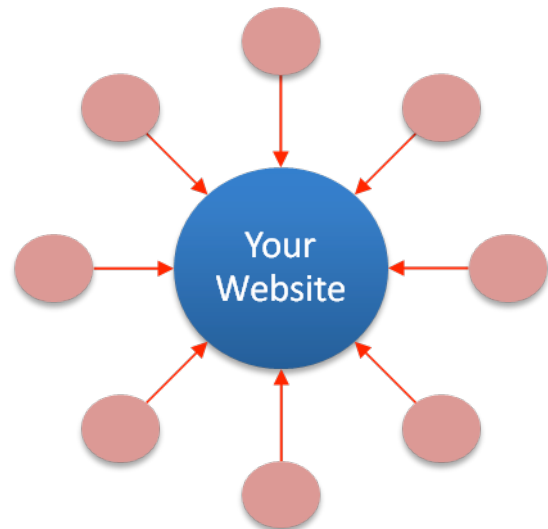
It all starts with a solid foundation ... if your website is not “search engine friendly” then it **can be difficult for your website to be noticed** by the search engines.

Since there are dozens of different technical factors that can prevent your site from showing up on search engines, it’s recommended you ask your Webmaster/Designer to ensure your website follows proper SEO guidelines. If you would like one of our SEO professionals to review your site and generate more traffic to your site, feel free to call us at 866-517-6485.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
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IMPORTANCE OF BACKLINKS

Once your website is “SEO friendly,” it’s time to focus on “backlinks.” Getting other websites to link back to your website is **one of the most important factors to improving your rankings** on search engines.



How do you get backlinks?

There are several ways, including writing content and posting on other people’s sites, mentioning your webpage on popular social communities, and participating in online forums in your industry.

“Backlinking” can often be time-consuming and difficult, but it’s a critical step that needs to be performed.

For a free SEO consultation, call us at 866-517-6485.