

Effective Search Engine Optimization & Choosing A Search Engine Marketing Firm For Your Business



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Effective Search Engine Optimization

Any successful SEO implementation should include the following:

1. Extensive Keyword Research - Research specific keywords or keyword phrases that will most likely bring the most relevant/targeted traffic to your website. Compile a list of relevant keywords/keyword phrases to optimize for on your home page, landing page, and any other pages of your website. Never try to shoot for very general keywords such as "jewelry" or "furniture". Rather, shoot for more targeted keyword phrases such as "M2 design bracelets" or "swivel recliner".

2. Site Design Geared Towards Targeted Audience - Design your site content and navigation according to your keyword research and for your target market/audience. Never design your site just for the search engines, rather design your site for your "live" audience (visitors). When it makes sense to do so, plug your keywords into your navigation or web content. Your keyword research will reveal what people are searching for in various ways. Make sure your sites navigation and content showcase the various ways in which people are searching for what you have to offer. Make sure you also include your keywords/keyword phrases in the title/meta/keyword/ALT/Heading tags.

3. Website That Is "Spider/Crawling" Search Engine

Friendly. - Use a [Free HTML Validator](#) to ensure your site is browser friendly and has no broken links. Having links that don't work will greater reduce your credibility with any potential prospects that tour your site. Make sure your site is more rich in content and less in fancy flash animations/javascript and images. Its not that these don't serve a purpose or should never be used its just that search engines cannot interpret Flash and graphics. Having a large number of images can also slow down how fast your site loads. Use the [Website Speed Test](#) to see how fast your site pages load. Its also a good idea to use HTML links in the top-level main navigation on each of the pages of your site.

4. Descriptive Anchor Text (visible text within a clickable text link) For All The Internal Links Of Your Site

- Good descriptive navigational links will help your visitors find their way around your site and find what their looking for. Make it as easy as possible for your visitors to find their way around and use "call to action" links/buttons to get your visitors do what you want them to do once they find what their looking for. Do this and you will see a vast increase in conversions/sales and a greater ROI (return on investment) for your business.

5. Site That Is "Link-Worthy" - Having other sites link to yours is a vital element of any successful search engine optimization, as all of the major search engines place a good deal of emphasis on your sites overall link popularity. Focus your off-page optimization efforts on generating one-way inbound links to your site from other sites with a Google Page Rank of at least 3 or higher. For more info on Google's Page Rank see <http://www.google.com/technology/>. Make sure the anchor text of the link back to your site includes varies keyword or keyword phrases that you are trying to rank high for on the search engines.

Finally, is your site full of great content and information about your products/services? Does it clearly state the benefits and how it solves your target market/audience problem or problems? Is it a great resource for others? As a visitor can I easily find my way around your site? Does it capture my attention enough to keep me on the site or will I get bored and leave right away? Will other website owners be inclined to link to your site? These are the type of questions that you must answer in order to have a site that others will want to link to.

Any good web analytics tool will measure these results and give you a good indication of how your site measures up to desired results. If you hire an SEO consultant or SEO firm make sure they set you up with one. Eliminate the guesswork as much as possible and make decisions based on monitored website behavior.

Choosing A Search Engine Marketing Firm For Your Business

Each day more companies are turning to the Internet to provide a targeted way to market their product/services and generate leads and sales. Marketing on the Internet provides a greater return on investment and is more cost effective than most traditional marketing avenues. It can be incorporated with conventional offline marketing to result in lower cost, expanded reach, better measurement and accountability.

For companies to be successful they need to concentrate first on the foundation of their business – their products, services and customers. A combination of specialized technology and skills is required for Internet marketing due to the ever changing markets.

Any search engine marketing firm that you choose should concentrate on two key areas that have a direct impact on your business and have access to the latest commercial seo tools. The first area of concern should be helping your business increase the number of relevant visitors to your website. This can be done through optimizing your site for the search engines or pay-per-click advertising on Google Adwords for example. Sponsored or paid advertising on such sites as Google Adwords or Yahoo Search Marketing can provide an immediate flow of targeted website traffic provided one has properly chosen the right keywords for your business offering. The second area of focus should then be on what I call “conversion optimization”. This is basically increasing the percentage of those visitors that respond to your business offering before leaving your website.

Here's a list of questions a search engine marketing company should be able to help you with

Which search terms really matter when it comes to attracting the maximum number of relevant visitors to your website?

How does your company's website stack up against your competitors for those terms?

What specific type of action do you want your website visitors to do? Examples: Sign-up for your newsletter, download your company brochure; schedule a live demo, etc.

Where is your company dominant and where do you have opportunities to grow?

If you choose the paid advertising route in the beginning to generate immediate targeted traffic then a good search engine marketing firm should be able to help you streamline the process from the impression of your ads to conversion, testing the offer that is presented at each step, and boosting overall conversion rates. A Web Analytic tool is absolutely essential in helping you better understand visitor behavior, identify user experience issues, time spent on your site, and overall campaign conversion tracking. Be sure a web analytics tool is part of the seo services you decide to invest in.

Why Choose Market-Vantage For Your Search Engine Optimization/Marketing Needs?

Our methodology is structured, but not rigid. It is tailored to match your business needs because every business is different. We learn as much about your business as we can, right from the start. Only by understanding your company's offerings, the types of audiences you are trying to attract and the actions you want them to take before leaving your website can we advise you properly and implement cost-effective Internet marketing strategies and programs. What makes us different from most of our competitors is that we don't just focus on driving traffic to your site. While traffic is important, we work on the whole process of on-line lead generation and sales, from impression to response to conversion. We also believe that Internet marketing, rather than being considered an expense, is an investment that ultimately should be carefully measured and found to deliver a positive return.

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