

Search engine promotion

Search engine promotion underlies a large part of web site marketing.
A rough breakdown of the different approaches are as follows:

Standard SEO

Good long-term strategy in which if high positions are achieved, tends to remain for lengthy periods.

Requires pages to be optimised.

Takes 6 to 9 months to achieve results

Takes time and effort to form text pages often of 250 –500 words but is very worthwhile.

Pay Per Click

Positions achieved by payment

Costs for every click through

Competitive terms cost more per click

Option to select large numbers for keywords

Results are fast, listings can appear very quickly.

When you stop paying, the listings disappear.

Pay Per Click

This method is the only method to guarantee high listings particularly for the most searched-on words.

It is most effective when you can highly target your market with these words.

For example “Ford Monday 1600” is a good term and better than “Ford” Or “Ford Mondeo” because less people search on the 3 word term

As a result it is cheaper CPC.

You can check the amount of traffic to expect when you open an adword account with Google and enter various terms and then hit the estimated traffic,

As you increase your amount per bid you will see an improvement in estimated rankings,

Please note however, that its not the only factor in high adword rankings.

Google, as always, aims to promote the best quality sites.

They do this by calculating the cost per click times the number of people who actually clicked through to you.

Position = CPC x Number of clicks.

So after some time if you get clicked on regularly, you will see yourself rise in the rankings.

In this situation it is possible to lower your PPC and still stay high purely because your number of clicks is high.

Overture, on the other hand, ranks you purely on how much you pay per click.

Return on Investment.

The best way to manage and control what you spend for what you get, is to from a simple table wit the following information in it;

Keyword	CPC £	Search engine	Visits/ Clicks	Actual Buys	Sales	Conv %	Cost
Ford	1.00	Google	40	0			£40
Ford Mondeo	50p	Google	80	1			£40
Ford Mondeo 1600	25p	Google	160	4			£20

In the above example, Ford is the most expensive word at £1.00 per click. Ford Mondeo is half of this at 50p per click, but twice the clicks. Hence the same £40 as Ford

However Ford Mondeo 1600, although less searches on it, still delivers good sales at only 25p per click.

Watching these figures regularly shows you which words, although sounding ideal, are best dropped because they simply don't give enough ROI.

For example, "Ford" is the dearest but gives no sales, probably because the word is too general and is therefore not delivering qualified customers.

People searching on this word may be looking for general info on Ford Motor Co, and you are paying for them to come to you. Clearly not a good investment.

It would be far better in this case, to find other variations of "Ford Mondeo " to build up the campaign.

Eg:

"Ford Mondeo 2000

"Ford Momdeo Servicing

"Ford Mondeo Test drives

Etc etc

Although fewer searches they're far more qualified and likely to cost less per click.

Search Engine Optimisation

There are certain basic test or rules that a website should conform to in order to do well in the free listings (sometimes called the organic listings) These are the main listings on the left of the page, as opposed to the small adword adverts on the right hand side.

If you are starting a new design or new site, these need to be taken into consideration as early as possible in the design process.

Of course many established sites do not fully conform to these rules. This makes it a little more difficult to appear high. So it's really best to have your web designer work closely with your SEO to get it right from the start.

A brief outline of a few rules

Keyword meta tags need your main words that you'd be searched for, But don't repeat them in this tag as this is considered spammy.

Also, the keywords for any particular page should just relate to the theme of that page. There's no point in having words here that simply don't appear on the page.

Description tag again needs to hold the relevant keywords of that page. Also do remember that this tag will appear in the listings so it should also aim to intrigue or encourage searchers to want to click through to your site.

Images should contain alt tags.

The alt tags should contain your keywords.

Aim to have good quality text of 300 to 500 words.

The less text on your pages then the more spammy the page appears to the engines.

As a rough guide aim for 300 to 500 words.

Links text

Text in links to and from your page should contain your keywords.

Clearly if an external site links to you and contains some of your keywords then this says to the engines that the target page (yours) is on the same subject.

Irrelevant links into you attain nothing

Avoid link farms, who cover every subject available. They are usually well known to the engines and it does you no good having a link from them.

In bound links

A major way of ranking well is to encourage other sites to link into you. The more the better, as long as they are on the same topic. There's no point in links from sites that are not related in any way to you.

There are many other conditions you need to follow some of which change every so often and it is the work of a good SEO to keep up with these changes.

Tools for checking

On the home page of our site there are some tools for you to carry out a check of your site. All need to be run to test for optimisation such as validating html etc. This ensures the code of your page is in good order.

Page download time

This tool checks that for 33k downloads (effective dial up) If your download speed is 8 seconds or less, you're ok. If its greater they go elsewhere.

The longer the download time the more likely the visitor is to go elsewhere. Aim to be less than 8 seconds. This tool will show you where your problem lies.

Often images are too big and need reduced in size; again your SEO should be able to do this for you.

Another problem may be too much JavaScript.

In this case much of the java scrip can be removed and placed in an external file called upon by your page but not part of its download time Again, your SEO or web designer can do this fairly easily.

Broken link checker

This excellent tool checks all your links between your pages and from your site to other sites.

If any links lead nowhere, then they need fixed or removed. The more broken links you have the less engines like it.

There are several other tools many of which require investment but will be part of any good SEO's toolbox and will be used to show where optimisation work needs carried out.

