

BUILDING YOUR WEB IDENTITY – Part 2

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In this laypersons guide to Search Engine Optimisation (SEO), we are hoping to give you some insights into SEO. We highlighted in the previous article the importance of good quality, relevant information on your site for the visitor's needs. Sure, you need to tell them about the who, what, when, where, why you do. However, they are more interested in understanding how your services can benefit them! Its about THEM not YOU. So, lets get started...

NAVIGATION – MAKE IT EASY.

Using a poorly designed road map is akin to poorly planned web site navigation. You need to carefully consider what the customers want and how smart you make the navigation so they can find it – quickly! Planning your navigation is a key element to the sites success. It must be easy to find what the user – and Google – needs, preferably in as few clicks as possible. Think logically, use your knowledge about your products or service. **Top Tip:** Multiple navigation options will help.

QUALITY CONTENT – THE SITE MUST HAVE WELL WRITTEN VITAL CONTENT IF YOU WISH TO BE RANKED AND FOUND.

Above most items, the content of your web site is king. Useful, interesting, and concise content that is easily understood and recognised by a third party is more than likely a better investment of your time, effort, and money, than any other factor. Just like great navigation, the content, words, images, intelligent downloads are all a part of what drives users back to your site and importantly whereby others will recommend it. These recommendations could be from personal emails, forums, blogs and social media. Even better is that happy visitors are more likely to help your organic and word-of-mouth growth by building the site's reputation and hits. The quality of how you use your wording can/will influence your sites readability, ranking, and how users react with it. It's not about more content, it's about better content that drives more traffic to your site.

Items and articles on how to do a particular task, a case study on a piece of equipment or service, offer some results on services, share

Last issue we covered the overview and important key steps like URL Structure, Page Titles and Meta Tags. If you missed the article please go to our web site to download it, the work sheets and the excellent Google SEO guidelines and starter guide, go to www.controlzoneonline.com.au/downloads or check the full electronic magazine on http://www.visa.org.au/vi_magazine.

some expertise or even a punchy new article to leverage your visitors. Offer the visitor – BENEFITS.

Think – informative, intelligent, creative, entertaining, useful – they are all delivering what users need, of course good content is relevant about the page and generates interest by delivering on the key aim of the page. **Top Tip:** Use a balanced mix of keyword phases and offer variations to those keywords. Search Google for "Key Word tool". **Top Tip:** If you don't feel you have the tools to deliver great content – bullet-point your ideas and email us for a free evaluation.

ANCHOR TEXT – KEY WORDS OR PHRASES CONTAINED IN TEXT TO LINK TO CORE INFORMATION.

Reading through a web site's content usually means you are searching for something. Anchor text is a piece of the paragraph highlighted in a different colour that when you click on it, the "hyperlink" takes you to another page or destination whereby offering you instant resources and more information relevant to the anchor words or word. Aim for your anchor text to be descriptive and concise. **Top Tip:** The anchor may be a call to action about offering the user an order form, a step closer to them establishing a relationship with you.

IMAGES – ENSURE YOU NAME THEM AND USE ALT TAGS.

They say one picture is worth a thousand words – YES, and when it comes to Google® and web searches it could mean millions of hits! It is prudent to name your pictures wisely – typically what it is, who uses it and who made it, i.e. large format digital print_customers name_your company name is a great place to start or use what suits you. If you search the word "signs" in Google images you will find 2,400,000,000 images of signs. Try it yourself – <http://images.google.com/>. Therefore intelligent optimisation will yield better results. **Top Tip:** Optimising your web site images is about adding information about the image within your code under the

"alt" attribute associated with each image. The alt tag informs both Google and the web user what the image is and helps both find the site.

VIDEO FILES – ADD VALUE AND INTEREST.

Videos are more for the user rather than Google®. So why video? If a picture is worth a thousand words then a couple of minutes of well crafted video is a "killer" tool for selling, explaining, showing how to. Video offers a myriad of quick and concise uses that can grab the interest of the user while delivering value instantly. **Top Tip:** Why not duplicate the videos on your own YouTube page?

HEADING TAGS – DELIVERING VALUE.

Sounds simple? It is, ensure the heading text you use aptly describes the page and content. Heading text is the first thing the user reads so make it relevant. Best practice is to make them an "h1" meaning if you're building the site the biggest an "h" tag can go. The real NO – NO is making your heading an image! Why? It's an image not text therefore you risk the user not being able to view it and Google® can't read it as a header. **Top Tip:** Select the wording for your heading tags as intuitive, concise and wisely.

ON GOING COMMITMENT – DON'T LEAVE YOUR SITE TO DIE ON THE VINE.

It was said, "build it and they will come". Well, with millions of new pages everyday a BIG part of the responsibility of designing, creating and in fact publishing your web site is – MAINTENANCE. There is nothing worse than going to a site to find old, irrelevant and non-current data on the site. Completely killing all the good work you have done. **Top Tip:** Use a monthly announcement on your site to keep the site interesting topics like staff changes; new equipment, products or even news will help keep your users interested and coming back.

PROMOTION – PEOPLE MAY NOT FIND YOU JUST BECAUSE YOU HAVE BUILT IT.

Ask yourself how do you find what you need? Ask your clients or use a survey? Most of all



understand the aims and planning strategy of why you have a web site in the first place! Then, clearly ensure all your efforts are cross-linked to the site. Your press ad, press release, all your print media right down to business cards. You can go for Google Adwords, or just promote internally by creating value or deliverables in your business via the site. Perhaps a user private log in area for the clients finished projects – making your client feel special. **Top Tip:** Think about using QR codes in press, business cards and take the user to the right page instantly – very impressive.

GET SOCIAL – USE SOCIAL NETWORKING.


The social network phenomenon could be an article on its own! Considering this is a laypersons guide to SEO, let's keep it simple. It's very wise to build the site with user interaction and sharing with Facebook, LinkedIn and YouTube to name a few. Make it easy to gain interest with like-minded people by offering relevant content. **Top Tip:** If you're a novice social networker, register your details, put something simple yet relevant and then sit back and watch. They say "it's like a cocktail party", initially it's prudent to mingle, listen and learn. Then when you're comfortable, start to be involved slowly.

E-NEWSLETTERS – WILL DRIVE YOUR BUSINESS.

A passion of mine – as I have seen the amazing results – is what an informative, interesting eNews can deliver. News has to be news, therefore keep the eNews to a size relevant to the client demographic. Include enough to

entice without overwhelming. Above all, go for a range of topics rather than a one shot item to achieve wider results. Importantly, each sub article should have back links, downloads or the ability to click allowing you to gauge interest by subject in the back end dashboard of the site. **Top Tip:** Like your whole site content it's NOT about you, it's about offering interest and value to the user.

SUMMARY.

You now already know more than many other web site owners. Now you have a few basics, if you apply them you will be well pleased with the results. Yes, it's a big project however, well worthy of your investment to attain the desired results on the web. 

➔ Don't forget the worksheets available on our web site and get to work on downloading the work sheets on www.controlzoneonline.com.au/downloads. We also offer a free review of your plan to upgrade or build a new web site, just email john@controlzone.com.au for a free assessment. Open to the first 25 VI Magazine readers.

