



## Effective Internet Marketing with SEO (Search Engine Optimization)

Having a store at a prime location on a main road is a critical factor for success in retail sales. Location, location, location. The store is right there when people need it and the important location makes the store appear to be the more important than the competition.

In the same way, having a business website at a prime location on the internet is important. But on the internet, the biggest road is Google. In the business world most people use Google as the best route to find what they are looking for, more than any other means. If they don't find what they are looking for right away, they are most likely to simply stay on Google until they do. In fact, having website visitors is called *traffic*. And just like that important store at a big intersection, when people find your website at the top of the page for an important search term they assume the company with the website is the market leader.

The purpose of Search Engine Optimization (SEO) is to improve the traffic to a website by getting a higher ranking on Google for *search terms* that are more important: more important because they are used more often and/or more important because they have a higher relevance and *conversion*. The "conversion" is how we measure the most important things related to the traffic. Conversions could be just the clickthroughs from Google, literature downloads, acquiring a registration, inspiring an inquiry, or making a sale - it depends on each client's goals, their type of products, and other factors.

Praxis will use SEO techniques to *optimize* the client's website. Optimizing achieves changes so Google positions it higher on the page for search terms that are more important and useful to a company's website and to its audience. The changes are made to the website itself and in creating or redirecting links on other websites so they point to that website. Because many competing companies are likely employing SEO techniques to rank their own web sites, the task of improving and maintaining rankings is important and on-going.

Following are the steps Praxis will employ to improve the keyword ranking, to drive more relevant traffic to the client's web site and to increase conversions that will be defined in the process.

## **Steps for Web Site Optimization**

1. Install permanent hosted (301) redirects from any old sites to new ones. Explore and eliminate duplicate site content elsewhere.
2. Research keywords and rankings for keywords being used on website, those being used in the current pay-per-click campaign, and those being used in the marketplace. If no pay-per-click campaign is running, set up a low-cost program to analyze keywords.
3. If already running a pay-per-click campaign, revise it to better reflect usage frequency of search terms in order to determine the most effective search terms to optimize the site. A wide range of primary and secondary terms will need to be used for maximum information gathering.
4. Analyze competitive ranking and links.
5. Work with client to determine the most effective search term targets.
6. Make initial changes to the existing website to gain higher ranking for chosen keywords.
7. Work with client to conserve and redirect the value of the external links from the old site to the new one if a new site is being launched.
8. Consider a variety of website conversion strategies to determine what strategy or combination of conversions provides the most value.
9. Reevaluate rankings for terms, traffic from terms, and conversions from traffic.
10. Determine a link-building strategy with targeted terms and linking sites. Incoming links add significant value to web site popularity, a key factor that search engines use to rank position.
11. Reevaluate and adjust (on-going).

## **Typical SEO Activities include the following:**

1. Baseline Reporting - Praxis will run a baseline report of the client's site to obtain an overview of the historical performance at the three search engines to determine what is working, what isn't working well and what isn't working at all. This baseline report and audit will be the basis of the strategy that is developed for you by the Praxis team.
2. Title tags, metatags and meta descriptors - Praxis will examine, revise or write new meta-title tags and construct other meta data to clearly indicate to the end user and the search engine spiders what information is available on each page. The titles will be able to stand on their own and clearly communicate the contents of the page to the reader or the spiders that crawl

that page simultaneously. Working with the client's sales and marketing team, Praxis will determine which words your potential audience might use to search for the products or services you provide. Praxis will apply these keywords to the appropriate pages.

3. Keyword-rich text - Praxis will develop new keyword-rich text and try to please two very important entities: visitors and search engine spiders. The text will be written so as to deliver the keywords as frequently as possible without creating awkward reading. Praxis will develop content that allows primary and secondary keywords to track more successfully.
4. Aggregation and segmentation - This is a technique that involves empowering specific primary key terms by underpinning pages in the navigation structure to build a pyramid effect of supporting keyword dominance. To accomplish this, Praxis may suggest and implement techniques that alter the current navigation architecture. In addition, developing a technology- or industry-rich section in a web site is a powerful way to attract users and search engine spiders looking for content that aggregates industry terminology in such a way.
5. Internal Link Structure - This is a collateral activity to #4 above, and includes defining and creating specific links within the site to other relevant content elsewhere in the site. In addition, Praxis may determine that documents saved as PDFs can/should be re-purposed as HTML pages (or published as both), or optimized with links and other relevant changes. The way these documents are handled will ultimately depend on the site owner's primary objectives. For instance, making password-protected PDFs open and free to the visitor and the engines will help improve SEO; however, the site owner's goals of registering visitors to access these documents may overrule the SEO goals.
6. Incoming Links - The best way to ensure Google or any search engine finds your site is for your pages to be linked from other sites. The larger that number, the more popular your site is "judged" to be by the engine. Praxis will review the links to your web site and work with you to increase the number and relevancy of those incoming links.
7. Alt-Tags - Since search engines don't index images, they won't index any text your web site presents in image format. To work around this obstacle, Praxis will add Alt-Tags to the images, which will display descriptions of the images on the page. Search engine spiders will look for and index these Alt-Tags to help improve keyword ranking for pages with those images.
8. Web Design Elements Vs. Search Engine Optimization - Praxis understands that elements such as Javascript and Flash can add to the unique look and feel of a web site and its overall effectiveness; however, certain techniques actually block search engine spiders, either

partially or totally, depending on how they are used. Praxis will use techniques that help the spiders more easily get through Javascript, Flash or other non-spidering elements so that SEO effectiveness can be preserved.

9. Press Releases - Writing a press release using the appropriate keywords and optimizing the press release to be as keyword-rich as possible is a Praxis specialty. Spiders crawl highly optimized on-line publications, and having your press release and a link from these sources will help increase your SEO rankings. Engines regard editorial content much more favorably than commercial content, such as the type of content found within buyers' guides, etc.
10. Bottom Navigation Utilities - Since spiders read web pages from top to bottom as humans do, it makes good sense to have top navigation and hyper linking. However if your web site has extensive use of flash or Javascript in its design, the spiders may find it difficult or impossible to read your page. Praxis often recommends placing a simple hyperlink navigation system at the bottom of each page to increase the spiders' access to other parts of the site or the web, even if other elements stop the spiders' progress. Bottom links that go to a simple HTML site map with descriptive terminology will help the site visitor as well as the spiders navigate your site.