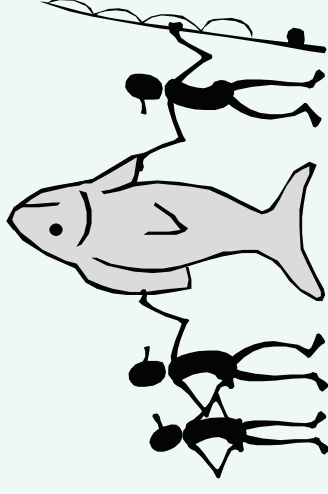


# What Makes a Web Site Work?



The elements that contribute to a web site that will attract qualified traffic.



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# Internet Marketing

(The Short Course!)



- **Avoid crippling mistakes.**
- **Identify the right keyword phrases for your business.**
- **Create good content and use the phrases where they will help you.**
- **Get links to your site.**



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# Avoid Mistakes

- **No frames or flash based site design**
- **Avoid emphasis on graphics**
  - Be careful with any that you do use
- **Get a hosting company that will support you and provides good statistics**
- **Avoid script-based linking**

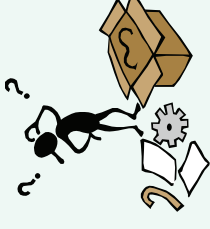


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# The Basic Elements



- **Content:**
  - Nothing takes the place of quality content.
  - Answer the question: “Why should anyone want to come to your site?”
- **Keywords:**
  - Must be selected to relate to the content, and pertain to how prospects search for the content.
- **Keyword placement:**
  - Correct utilization and placement of keywords on the site.
- **Links:**
  - Other sites on the Internet must acknowledge the site, specifically directories.
- **Promotion:**
  - Submission to search engines, newsletters, business cards, e-mail signatures, ads, etc.

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# Major Recent Changes

- **Yahoo uses Bing search results**
- **Facebook delivers web results using Bing**
- **Facebook changes approach to pages**
- **Facebook posts showing up in Google SERP's**
- **Facebook patents algorithm using FB clicks to rank**

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# Basic Rules for Ranking

- **Content is still king!**
- **Text-based sites provide the meat**
- **Flat hierarchy is important**
- **Links are more important than ever**
- **Simple URL's**
- **Optimized images load faster**
- **Sitemaps for Google & Bing**

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See Jay's notes from 12/8/2010 at [this link](#)

# Basic Rules for Ranking.2

- **Unique title & description tags**
- **Domain age (& commitment)**

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See Jay's notes from 12/8/2010 at [this link](#)

# Bing Differences from Google

- **Smaller pages (word count)**
- **More emphasis on unique titles & descriptions**
- **More emphasis on external & authoritative links**

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See Jay's notes from 12/8/2010 at [this link](#)

# Facebook?

- **Must have a Profile**
- **“Pages” are business-oriented, “Profiles” personal**
- **Best as a supplement to a website**
- **Page posts hit “friends” walls**
- **Pages are similar to a new website**
- **Demographics & psychology are different**

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See Jay's notes from 11/12/2011 at [this link](#)

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# Additional Considerations

- **HTML validation**
  - Code on the site must work properly
- **Develop a site theme**
  - A consistent concept enhances your site
- **Follow the rules**
  - Search engines tell you what they object to
- **Monitor performance**
  - Pay attention to what is working on your site (and what isn't)



# Top Ten Ranking Factors

- **Title Tag - 4.57**
- **Anchor Text of Links - 4.46**
- **Keyword Use in Document Text - 4.38**
- **Accessibility of Document - 4.3**
- **Links to Document from Site-Internal Pages - 4.15**
- **Primary Subject Matter of Site - 4.00**
- **External Links to Linking Pages - 3.92**
- **Link Popularity of Site in Topical Community - 3.77**
- **Global Link Popularity of Site - 3.69**
- **Keyword Spamming - 3.69**

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Search Engine Ranking Factors, <http://www.seomoz.org/article/search-ranking-factors>

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# More Analysis of What Ranks

- **Keywords in the title tag**
- **Keywords in H2-H6 headline tags**
- **Keywords in bold or strong tags**
- **Targeted keyword in the domain name**
- **Web pages that use very few parameters in the URL**
- **Smaller sites tend to have slightly higher rankings**
- **Number of inbound links and the PageRank had a large influence**

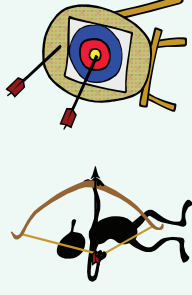
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# Picking Your Keywords

- **Think about your business!**
  - Try to think about what your prospects might be looking for, not how you would describe the business.
  - Don't use “marketing text”, people don't search for it!
- **Research!**
  - Which keyword phrases are most used, and in what form?



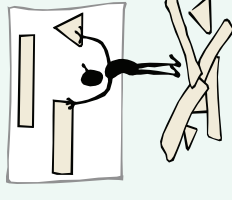
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# Where do you put keywords?

- **Title**
  - Single most important placement for right keywords.
- **Page headers & captions**
  - Important for search engine ranking and for clarity for searchers.
- **Page content**
  - Observe ratio principles.
  - Make sure that variations in phrasing are included.
- **Inbound Links**
  - Use Usenet, blogs, articles, etc. to manage this
- **Alt tags**
  - Low priority in terms of ranking, but can provide a means of picking up more targeted phrases for the page.



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# Importance of linking

- **Positions your site to be found by search engine spiders**
- **Adds ranking value**
  - Transmitted from the linking site
  - Links from strong sites worth more
  - Pages with fewer links out provide more power
- **Generates traffic**
  - Sites with some inherent relationship to your site are worth more to you
- **Positions your site within its “community”**
  - Community is identified by keywords and by linking relationships



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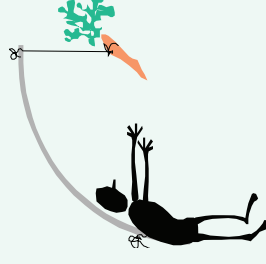
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# Where do you want links?



- **Directories**
  - Most important placement is Yahoo
  - Other directories have great value
  - Used as references by other search engines
  - High value links
- **Related businesses**
  - Customers, suppliers, relationships
- **Shopping sites**
  - Listings may cost something, evaluate each independently
- **Reciprocal links**
  - Sites that solicit link exchanges
  - Careful of “link farms”
  - Make sure that link page gets exposure

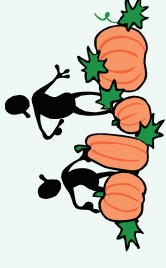


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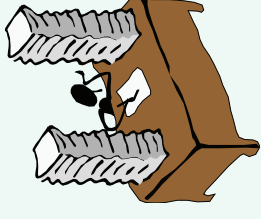
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# Directories



- Many industry specialized directories
  - “Edited” entries
  - Possible paid placement
- General directories: Open Directory, Yahoo
  - <http://dmoz.org/>
  - <http://dir.yahoo.com/>
- Portals: About, Go, many others
  - <http://mainportals.com/U.S.A.shtml>
- See our presentation & listing of directories



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# What a web site does

- **Establish an image for your business**
  - identifies you as a professional and capable organization with which to do business.
- **Inform prospects about what products and services you provide.**
- **Educate prospects about the advantages of doing business with you**
  - as opposed to dealing with your competition.
- **Provide services to your clients conveniently through the Internet interface.**
- **Attract new prospects to your business who may never have heard of your company.**

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# “Stages” of Web Sites



- **Brochure**
  - Basic site, creates reference material and presence on the web
- **Enabled**
  - Utilizes basic search engine friendly approach to construction
  - Over time, can have an impact
- **Energized**
  - Utilizes seo techniques in relation to investment
  - Amount of investment needed is related to competitive environment

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## “Stages” of Web Sites (Characteristics)

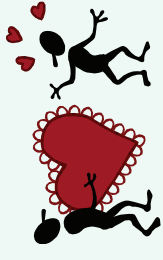
- **Brochure**
  - Very simple will do, limited pages, get away with anything!
- **Enabled**
  - Avoid critical mistakes
  - Create real content, and enough to be interesting
  - Follow basic SEO techniques
- **Energized**
  - Follow the basics above
  - Emphasize creation of content using SEO techniques
  - Continually look for opportunities for enhancement

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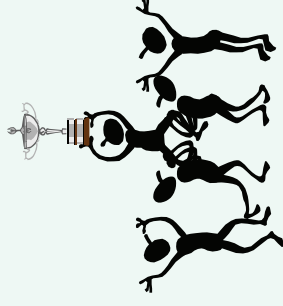
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# Reciprocal Links



- “More the merrier”
  - But, beware of “link farms”, “rings”, and other systems to trick the engines.
- Not necessarily directly related
  - But, some relationship to content makes it stronger.
- Can generate visitors
- Improves search engine ranking



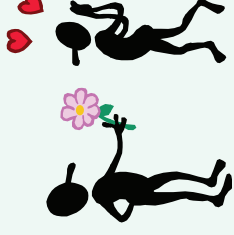
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# Site Promotion

- Newsletters
- Blogs
- Articles in other sites
- **All other printed materials: business cards, ads, brochures, etc.**

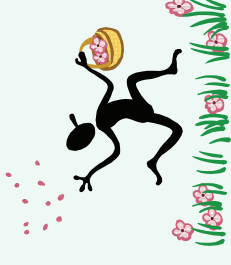


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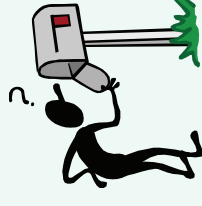
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# Business Newsletter



- Targeted market
  - You are “serving” your market with a good newsletter.
- “Permission” marketing
  - You have an audience that is interested in your content.
- Direct feedback
  - Good e-mail management can tell you what the readers were interested in hearing about.
- Drive traffic to your site
  - Put the content on the site, not in the newsletter!



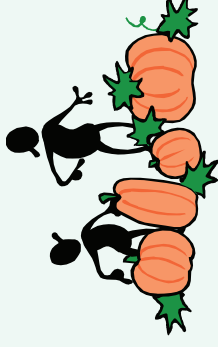
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# Managing your site

- “Train” the spiders!
  - Frequent updates & changes
- Control the spiders!
  - Link structure
  - Page placement



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# What Google Tracks (possibly)

- the frequency of changes
- the amount of changes (substantial or shallow changes)
- the change in keyword density
- the number of new web pages that link to a web page
- the changes in anchor texts (the text that is used to link to a web page)
- the number of links to low trust web sites (for example too many affiliate links on one web page)

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<http://www.free-seo-news.com/newsletter154.htm#facts>



# What Google Tracks (possibly)

- the length of the domain registration (one year <-> several years)
- the address of the web site owner, the admin and the technical contact
- the stability of data and host company
- the number of pages on a web site (web sites must have more than one page)

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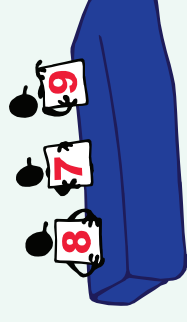
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<http://www.free-seo-news.com/newsletter/155.htm#facts>

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# Web Statistics

- **Hits vs. Visitors**
  - “Hits” are for server management, “Visitors” are what you are interested in!
- **Sources of visitors**
  - What linking sites feed yours?
  - What search engines do you get traffic from?
- **Page views/departures**
  - Where are visitors coming in, & where leaving?
  - Why?
- **Keywords/phrases**
  - Which phrases work best for your site?
  - Are phrases performing like they should?



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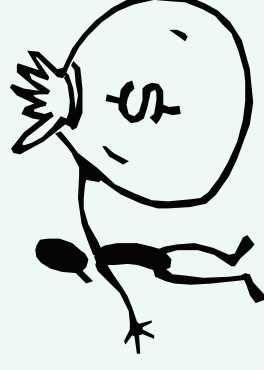
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# Conclusions



- Web site only one piece of marketing
- Clear focus is critical to your success
- Content is what makes your site relevant and of interest, to readers AND to search engines
- Techniques make the difference in how well your site content works!



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# Tuning your site

- Keywords used to reach site
  - Do you rank where you should?
- Movement of visitors through site pages
  - Are they going where you want them to?
- Most viewed, exits, entrances
  - Do they see what you want them to when they arrive?
  - What causes them to leave where they do?
  - Is it what you want?
- Source of visitors
  - Do your linking sites perform?
  - Should you change the link content to generate more traffic?

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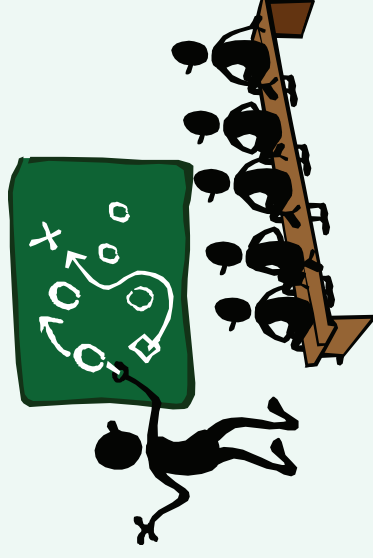
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# END OF PRESENTATION



- Time for your questions?



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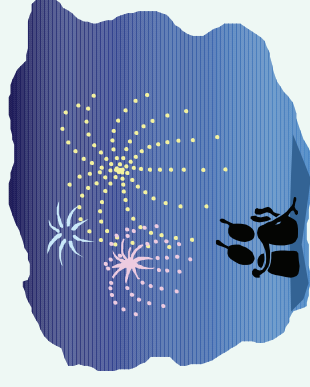
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# End of Presentation

**Time is 9:00 p.m.**

**Don't forget to complete your class evaluation form and turn it in at the back of the class!**

**We need to clear the room promptly so the staff can go home. Thanks for your cooperation.**



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