

**BE FOUND. BE RICH.**  
**Search Engine Marketing for your Website**  
**A published article by Michele Jennings, Netmajic, Inc.**

The week [www.goodtogoconstruction.com](http://www.goodtogoconstruction.com) appeared on the first page of the search engines for “siding lakeville minnesota”; the company received a \$40,000 order. This sale justified the \$5,000 investment in their new website. Since this success, the company has reduced their yellow page advertising costs. They now receive an increased amount of their business from the search engine first page placements. Their first page placement costs minimal to maintain.

- **How do companies get their website on the first page of the search engines?**
- **Do you wish your company’s website was on the first page also?**
- **Is it possible?**
- **How does it happen?**
- **How long does it take?**
- **How much does it cost?**
- **Should it be part of your company marketing campaign?**

***Being found on the first page of the search engines including Google, Yahoo and MSN is entirely in your control.***

### **How Search Engines Work**

Search engines want your website to be found for the correct search phrase.

Your goal is to “Be Found” on the most popular search engines for the correct phrase your potential customers are using to seek your products and services.

The current goal for companies is to be found on Google’s, Yahoo’s and MSN’s first page results.

Search engine service is a highly competitive business. Search engines use proprietary software to crawl the web constantly evaluating websites and placing them according to their own secret formulas. These proprietary software programs are called “Spiders”. When the Spider visits your site, it is looking for the keywords that describe your business. The Spider also finds links to your website from other websites which currently Spiders count as your popularity. Keywords and inbound links are called “Spider Food” in the industry.

The website with the most “Spider Food” wins and places higher with that search engine called your “Page Rank”.

### **Let’s Look at the Layout of the First Page of a Search Engine**

When a visitor types in a search term in a search engine, the search engine returns the results of the search with a list of websites. The list usually takes several pages to view the entire list. The visitor will view the resulting

pages in decreasing probability. Obviously the #1 website result on the first page is the most viewed or clicked through to that company's website. However, the whole first page is usually viewed.

A search engine first page typically has at least two parts, the organic placed websites and the paid placed websites.

The organic placed websites are placed based on their "page rank". Simply, the highest "page rank" wins the #1 slot of the first page. The organic list of websites is sorted in descending order of "page rank". The organic group of websites is in the middle of the results page, taking up the most space.

The paid placed websites pay for each time a visitor on the page clicks the link on this search result page to their website. It is called "pay per click" advertising. This group of websites on the results page will be headed by a heading such as "Sponsored Links" or "Sponsored Results". They are usually on the right hand side. Perhaps the top one to three will be at the very top. The order of the paid placed websites is based by how much each is willing to pay for the click. They are ordered in descending order based on their bid.

In contrast the organic websites do not pay if a visitor clicks the link to their website. The organic website has been designed for the search term and has appropriate inbound links to earn the right for this placement. Remember, the website with the most "spider food" wins.

Let's chat a bit why "spider food" is both how your website is designed as well as quality inbound links from other websites. The search engine industry generates multi-billion dollars in revenues. A search engine's reputation is completely based on the list of websites on the results pages. The more relevant the resulting list the more the visitor uses that search engine. Thereby the more a visitor uses the search engine the more the visitor may click the paid placed websites. The search engine makes its revenue from the paid placed ads.

What a visitor can never see on the result list is an "inappropriate website". Since this is a family rated article, an "inappropriate site" is one your mother should not see you viewing. Search engines spend millions of dollars keeping these "sites" off the results pages. The "inappropriate sites" spend millions of dollars trying to be there. In response to this threat to their very existence, search engines emulate humans. They get a referral from a trusted friend. When my local chamber of commerce has Netmajic listed in the member list as a website design firm, that is a pretty good bet many people in my town have personally viewed my website. That inbound link is coming from a trusted source, the local chamber website. The quality inbound link verifies Netmajic is a website design company and can be trusted to be placed in the search results. Just as you would go to a chamber luncheon and ask members for a web design company. You know they are going to give you true web design businesses.

Now you understand that being found on the first page of the search engines is more involved than just listing your keywords in one place in your website let's go on to discuss what is involved.

## **Optimizing a Website "To Be Found" In the Search Engines**

To be found in the search engines a website must do two things. First the website must be designed correctly for the search terms desired. Second the website must have inbound links from trusted websites again for the search terms desired.

## **Website Design for the Search Engines**

Many years ago optimizing a website for the search engines was as simple as listing your desired search terms in the website code called a “keyword meta tag”. Those days are long over. Today there are over sixty different things a web designer seeks to optimize for the search engines in the website. These things are not in conflict with the visual design or navigation of the website. In actual fact they coincide and enhance the website appeal for the “spiders” and the humans. This is a case where the search engine spiders are emulating the human visitor again. The number one place for “spider food” is the Title of the website. This Title is a piece of code not viewed by a visitor on the web page itself but in the web browser. Look to the very top of your web browser when viewing one of my internationally ranked websites, [www.thread-logic.com](http://www.thread-logic.com). In the bar way at the very top of the web browser you will see the words “custom embroidered logo apparel ...”. This has told the search engine the keywords for this page. Another important location is the navigation links on this page. Note the links to “Custom Embroidery Logo” and “Embroidery Logo Apparel”, as well as “Solid Color Polos”. These links tell the search engines and the human visitors exactly what this business does. What links you will not find on the page are “Products” or “Services” or “Links”. These navigation terms tell the search engines or visitors nothing about this business.

To be found locally, the name of the city and state are important keywords. Locally found websites are very affordable for local companies. The overall cost will usually be below \$3000. To be found state wide obviously the state name is important in the keywords. I have also found a larger website is needed, more in the range of 10-30 pages. The overall cost to build the website and maintain state wide placement may be in the \$5,000 to \$10,000 range. The development costs are still affordable to a company competing at the state level. To be found nationally or internationally the competition for generic keywords like “embroidered logo apparel” goes up exponentially. The costs are well over \$10,000. The Thread Logic website is designed to be optimized for the search engines. It has been on the Internet over 3 years, growing and thriving based on both organic and pay per click placement. Customers to the website compliment the ease of use of the website. The company started as one person and has grown based on being found in the search engines.

It is very important and cost effective to know before designing or re-designing your website if your marketing strategy includes being found in the search engines.

Do you want to be found, you may ask. The search engines are the preferred lookup for the buying consumer, be it consumer to business or business to business. A yellow page ad is so expensive compared to an

organically placed website or a well run paid placement ad campaign. If you are considering adding Internet marketing to your marketing plan, it's time for a chat with a search engine marketing professional.

A search engine marketing professional will discover what keywords are viewed most often and compare your website to your competition's website both on the search results page you wish to be found and your real industry competition. Once your potential customer visits your website it must "kick booty" to all the other potential competitors. Only knowing all this information can your website be correctly designed to be more than a "pretty face" but also "digital employee".

### **Inbound Links, "The Digital Referral"**

Now that you understand you need those quality inbound links from trusted websites, how do you get them. There are many places to get these links to your website. There are paid directories, such as Yahoo directory. There are free directories, such as Superpages.com and dmoz.org. There are also many other places, such as this article for Netmajic's, Good To Go Construction's and Thread Logic's websites. Just by being linked from this article on NAID's website is a quality inbound link. Your website needs inbound links from a variety of sources not just the directories. An inbound link campaign should have inbound links from over 20 different types of places.

When you are competing with websites with 100's of quality inbound links it is time to work with a search engine marketing (SEM) professional. For no other reason then you can concentrate on your business and not the support services needed to run your business.

As with all industries, search engine marketing has tools of the trade to help with searching keywords, listing your competitor's inbound links, and comparing two competing websites with the complex search engine equations. This comparison shows your competitor's "spider food" so you can have more. "Spiders" are completely mathematical. After all these are still computers and all they do is compute. In addition an SEM professional tracks the search engines secrets and trends. In fact most SEM professional's tool set costs several thousands of dollars.

### **Netmajic Search Engine Optimization Process**

Netmajic has many client's websites on the first page of the search engines. In fact if they want to be on the first page they are there. Our process has been developed over years of study and practice. The process takes three steps. First step is a market analysis. This step discovers the correct keywords customers use to find your business, compares your website to the competing websites on the first page for those keywords to discover what your website must do mathematically to compete, and analyzes your actual real life competition's websites even if they do not appear on the first page just to make sure your

website is better to the human visitors. The analysis takes about 2 weeks. Some existing websites can not be optimized for technical reasons. If your website falls in this case then Internet marketing alternatives will be explored. Some search terms are not searched very often. Then we suggest creative ideas for Internet placement. For example sponsoring your church website or a little league website that many people visit and see your sponsorship. Perhaps choose to be found on the first page for the city name in which you do most of your business. This step must be a marketing conversation. You must be found in the right places by the right people to make a sale.

The second step is the design and development of the website. It doesn't make a difference whether the website is getting a new design or a redesign or the current website is being optimized with "spider food". The website design and code work is the same level of work. Website design can take from weeks to months to complete depending on the size and complexity of the website.

The third step is the inbound link campaign. If a website existed before the redesign this step can be in parallel to the redesign. If the website is new then this step begins when the website goes live. The inbound link campaign happens month after month, adding new links. It's the drip method. It shows you are in business for the long haul.

It is very important the website is not under construction or have broken links to web pages that can not be found. Spiders do not like missing pages and just go on to find tastier "spider food" on your competition's website. It's like hosting a chamber networking event at your business. If the food is outstanding, the conversation about your business is easy to understand, the path for the tour is easy to follow, the chamber members come back time after time, remember your company name, your products and services, do business with you, and refer you to a business associate.

How long it takes to be placed on the first page can take one month to a year depending on the competition for the keywords you've selected.

Once the spider has gone through the effort to place your website on the first page, you are in business when a potential customer finds your first page placement, clicks your website link and there you are, ready to do business, 24 hours a day, 7 days a week, 365 days a year, in every country in the world, now that's what I call a website!

## **Netmajic**

Netmajic is a technology company, celebrating 13 years in business. Netmajic, [www.netmajic.com](http://www.netmajic.com) offers website design, search engine placement, and Internet marketing.

Being found on the first page of the search engines including Google, Yahoo and MSN is entirely in your control. Call Netmajic, 612.581.0332, for an entertaining and enlightening chat about spider food and does your website have enough!