

How to make Google fall in



with **your** website

Why buy traffic to your site when you can get it for free? That's the idea behind optimizing your website.

Free traffic is the best kind of traffic, because it's organic and you don't pay for it. People who search the Internet know that links in Google search results appearing at the very top in the yellow box, or down the right-hand side of the screen are sponsored results. They know if they click one of those links, they will be sold something.

It's therefore ideal to have your site appear in the "organic" results in the left-hand list of search results. This tells people that your site is there because it's really about the topic, and it validates your site instantly.

There are three key elements to optimizing your site: keyword research, on-site content optimization, and linking strategies.



With **keyword research**, you need to know what people are searching for. Many business owners

think it's amazing when their website appears first in Google after someone types in their business name. They think they don't have to optimize because they are No. 1.

But the reality is: most people aren't looking for your company name. People don't usually search for a specific business name unless you're a big multinational. People search for solutions to their problems, and most company names do not convey they are the solution to a problem.

This is the most important part of optimizing your site. You want to look for keywords that people are actually searching for.

On-site content optimization means taking your research and applying it to your content. You don't want to overstuff your pages with your keywords. This is a big "no-no." If you do this, Google and other search engines will consider that you are keyword spamming.

The trick is to place your keywords throughout your content with >

approximately five percent density. You want to make sure that keywords flow in context and make sense naturally to your reader. If you do this, then Google will begin to love your site.

Meta tag descriptions are not as important as they used to be, but nevertheless they can still be part of the overall strategy. The “Description” meta tag is still key. This is the short description of your site that search engines display in the search results underneath the main link.

Human visitors will see this in search results, but it will be hidden when they actually visit your site. Keep in mind that this is like a first impression, and you want to make it a good one.

The last step is to **strategically link** your pages together. Most sites have a navigation or menu area where a visitor can link from one page to another, but

this is not enough. Linking from page to page within the body copy and again using keywords will strengthen individual pages for their selected keywords.

When optimizing your site, keep in mind your overall theme. You have two entities you’re trying to impress: the human visitor and the search-engine visitor. Optimizing is about combining the two visitors’ needs, so that your site becomes loved by both. •

Tracy Matthewman is an Internet entrepreneur who helps small businesses increase their traffic and improve their conversions online. She is also the author of the Easy-As-Pie Website Optimization Techniques course. Click www.WomenCanDoAnything.com/optimize

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