

Attracting Visitors to your Website

More and more people now turn first to the internet and use Search Engines to find products, information and services of interest to them.

The best-known and most widely used Search Engine is Google (although Yahoo and MSN are also widely used). Google is so hugely popular that it is commonly used as a verb, i.e. 'to *google* something' means 'to search for it on the internet'.

There are a variety of online methods for encouraging and attracting visitors to your website from search engines and other websites, which are often used in combination with each other to meet short and long term objectives for increasing and maintaining visitor numbers.

This short guide will explain the various online methods used to increase the number of relevant, targeted visitors to your website.

Organic vs. Paid

Online website marketing can be split into two types: Organic and Paid.

Organic online marketing is used to describe work that is undertaken on the actual content (text and images), coding, navigation and general construction of your website. This is also known as on-page or on-site optimization.

Organic marketing for websites also includes encouraging other websites to include a link to your website, which is known as Link Building.

Paid online marketing relates to any activity where you have to pay to have your website included in online advertising, directories or search engine results.

Paid Online Marketing: PPC

The top three search engines; Google, MSN, and Yahoo, offer a **Pay Per Click** (PPC for short) program, although Google is the biggest and most well-known. All three search engines use a keyword bidding model to determine which ads show for which keywords and in which position.

A keyword is simply a word or phrase that is relevant to your product or service. For example, for a company selling inexpensive used cars in Liverpool, their keywords may include: cheap used car Liverpool, used car Merseyside, second hand car Liverpool, etc.

The more popular the keyword(s), the more expensive the bid price is likely to be; this can range from pence to pounds, but you only pay for 'clicks', hence; Pay Per Click. Your ad may appear ten times and be clicked on only once; if you have bid 20p for your chosen keyword, you will pay only 20p for that one click.

Search engine advertising or PPC produces immediate results. At its basic level, once you have created your ad or ads, chosen your keyword(s), set your budget and placed your keyword bids, your website will start to experience 'clicks' (when someone clicks on your ad) and visits to your website within hours or minutes.

For an effective campaign to bring relevant visitors to your site and to ensure the best ROI, setting up and managing a PPC campaign, including choosing your keywords and writing effective ads for your PPC campaign, is best left to professionals; an untargeted campaign budget can vanish with little to show for the investment, which is why there is a common misconception that PPC is 'expensive'.

In terms of ROI, a well-managed PPC campaign can be one of the most cost-effective forms of advertising for an online business, although we generally recommend using it as a short term (up to 6 months) strategy.

www.talkingresultsltd.co.uk :: info@talkingresultsltd.co.uk :: 0808 231 0808

Reg. Address: The New Palace, Marine Promenade, New Brighton, Wallasey, Merseyside, CH45 2JX.

Company No. 06589332. VAT No.: 06589332

Other Forms of Paid Online Marketing

It is also possible to Pay For Inclusion (PFI) in various online directories and advertising media aside from search engines. This can be anything from a text entry to an animated graphical banner or video file.

Prices vary greatly and, generally, this form of paid online marketing is not recommended as the funding required for this is usually better spent on a targeted PPC campaign with Google, MSN and/or Yahoo, due to the sheer volume of searches and traffic using these websites.

Organic Online Marketing: SEO

Organic Online Marketing is all about Search Engine Optimisation, or SEO for short.

We always recommend that SEO campaigns happen in 2 phases as, generally, if you do one without the other you won't see the same results.

On-Page SEO

This relates to various steps we can take where we modify the website/content so it is optimised according to guidelines from the search engines including things like keyword research, adding a sitemap, making changes to the content (text/images) and coding or structure of a website.

This can also include SEO Copywriting, where the actual content of the website is reviewed, edited and re-written by a specialist member of our team experienced in writing content that balances readability for human visitors along with optimization of the wording and keyword usage within the content, which will appeal to the search engines and encourage them to rank your website as an authority and relevant to your specific keywords/phrases.

www.talkingresultsltd.co.uk :: info@talkingresultsltd.co.uk :: 0808 231 0808

Reg. Address: The New Palace, Marine Promenade, New Brighton, Wallasey, Merseyside, CH45 2JX.

Company No. 06589332. VAT No.: 06589332

Organic Online Marketing: Link Building

Link Building

60% of the factors that determine good rankings in Google are based on "off-page" factors, i.e. the link popularity of the website. The more websites that vouch for a website by linking to it, the more Google regards the website as an authority, as confirmed by your peers, and so ranks you better.

This includes having links to your websites from relevant websites including Forums, Social Networking sites (such as Facebook, MySpace, etc), media-sharing sites such as You Tube, Flickr, and bookmarking sites (where visitors 'rate' websites) such as Digg and Delicious.

Links can also be placed or requested on sites by writing and submitting articles to online repositories with a link back to your site contained in the article, as well as taking advantage of free online directories, whether specific to your industry or generic (such as Free Index).

Another online link building strategy is to submit online Press Releases, which works in much the same way as press releases for print, but can potentially reach a much wider audience.

The only time links may not be needed is if a site has 1000s of inbound links already as, generally, you wouldn't need any more.

Link Building generally needs to be established slowly and over a period of time as an ongoing part of your online marketing strategy; if your website suddenly goes from 0 links to 500 links Google will view this as suspicious or potentially spammy behaviour and you may be penalized (i.e. website blacklisting). For this reason it's always best to ensure that Link Building, as with all SEO, occurs in as natural and consistent a manner as possible.

www.talkingresultsltd.co.uk :: info@talkingresultsltd.co.uk :: 0808 231 0808

Reg. Address: The New Palace, Marine Promenade, New Brighton, Wallasey, Merseyside, CH45 2JX.

Company No. 06589332. VAT No.: 06589332