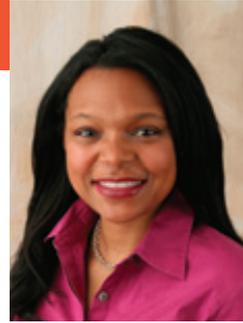


# IMPROVING YOUR WEBSITE'S VISIBILITY



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Search Engine Optimization (SEO) is a powerful tool for businesses to drive traffic to their websites. Your business can achieve greater visibility and more traffic. How? Optimize your site so that it can rank high on the major search engines. Submit your site to the major search engines and industry specific/customer centric directories on a consistent basis.

## Why you should care about search engines:

- Recent studies have shown that more than 75% of people with web access use search engines to find a website.
- Search engines drive extremely targeted traffic to your site, because the visitor who finds your site through a search engine is generally looking for exactly what you are selling.
- SEO is more affordable than traditional media or other marketing tactics.

Here is a list of search engine strategies that can be used to bring traffic to your site.

**Prepare Keywords** - You should ask associates to help you brainstorm a list of 50 to 100 keywords or key phrases related to your business to get a solid list of possible search terms that people will use to find your website. After refining the list to 20 or so key items, the search terms should be placed in a meta tag at the top of each corresponding web page.

**Write a Page Title and Description** - You need a descriptive title for each page. The title appears on search engines when your page is found. Often times, the title is your entire identity on search engines, so you should be descriptive and provocative enough to entice people to click on the link to your business site. Some search engines will include this description below the hyperlinked title. Use the list of the 20 most important keywords and write a 200 to 250 character (including spaces) sentence or two about your website.

**Keywords in Content** - You should use the key-

words throughout the content in your website. Search engines really like to see it.

**Submit Page to Search Engines and Directories** - Submit your page to the important web search engines. The most important search engines are Google, AltaVista, Excite, Inktomi, AOL Find, HotBot, Lycos, and Infoseek. The most important directory is Yahoo. If you are able to find directories related to your industry, make sure to submit your website.

**Link Strategy** - Increase the amount of quality links to your website to improve your search engine rankings.

**How to get it done?**

## Website Optimization and Website Audits

Businesses can have website audits performed on their sites to get an idea of how usable their sites are and how to optimize their websites. Website optimization allows a business to improve the usability of a website by making it easier for customers to view, understand, and purchase their products or services. An auditor will inspect a website to determine its usability and will also analyze a site's statistics to measure the success of an online marketing campaign.

## Search Engine Optimization

Because there are more than a billion web pages and an average of 17 pages added to the web every second, it is important to develop a solid search engine positioning strategy that takes into account the requirements of each of the major search engines. Many small businesses outsource search engine positioning, because of the considerable time investment it requires. The strategy should incorporate the following features:

- Page, title, keyword, description, content and link optimization
- Link reputation and existing link analysis
- Initial and monthly ranking report for your keywords
- Marketing-based keyword research
- Competitor analysis

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