

A photograph of a person's lower legs and feet. They are wearing a white dress with pink floral embroidery and white rain boots. They are standing on a grassy area next to a red shovel that is stuck in the ground. The background is a blurred green field.

# ORGANIC

Web Design  
&  
Marketing  
Tips

from  
Seattle Design Group

Nurturing your Website for top search engine placement

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# Nurturing your Website for top search engine placement

*Organic Web Design and Marketing Tips from Seattle Design Group*

## Introduction

The number one question I'm continually asked by clients and potential clients is...

### “How do I get my Website to the top of a search engine page?”

It seems like such a simple question but when we examine the answers, it becomes clear there are three basic steps:

- 1) **Choose** your search engine keyword phrases carefully
- 2) **Design** your website to be search engine friendly around your keyword phrases
- 3) **Promote and Share** your website on the Internet with your keyword phrases in mind

In this e-book we will examine how to “organically” build and optimize your Website to leverage top search engine placement without pay-per-click advertising.



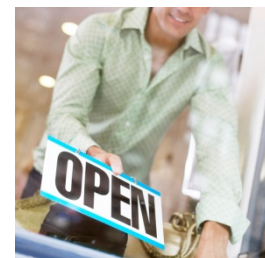
When finished, you will be empowered to organically build and promote your Website to maximize its' search engine potential.

### Now, let's get started.

Most people develop their Website without a plan (or a poor one) and then stop. Months or years later, they wonder why it's not attracting a flood of customers, effortlessly making them money.

Well, you wouldn't buy a store front with a broken front door, on a side street, put your sign up and expect a flood of paying customers, would you? Of course not!

- 1) You'd make sure you have a marketing plan in place to **funnel customers** to your store.
- 2) You'd make sure you have a sign on the arterial street to **direct traffic** to your store front.
- 3) You'd make sure you have the **front door accessible** to customers.
- 4) And once inside, you'd make sure it is **easy for your customers to buy** your products or services so they'd come back again and again. Moreover, you'd make sure their buying experience was so good, that they'd tell their friends!
- 5) And after you've been open for a while, you'd **periodically evaluate** your sales and marketing strategies by putting more money in to what works and less money in to what doesn't.



In order for you to maximize your Website's potential, you need to give your site that same attention to detail. Gone are the days of “Build it and they will come.” There are millions of Websites on the Internet today, with over

7.3 million pages being added each month. Your competition is stiff. And business owners are looking for new and exciting ways to out shine their competition.

## How can you stand out?

### Start with a plan

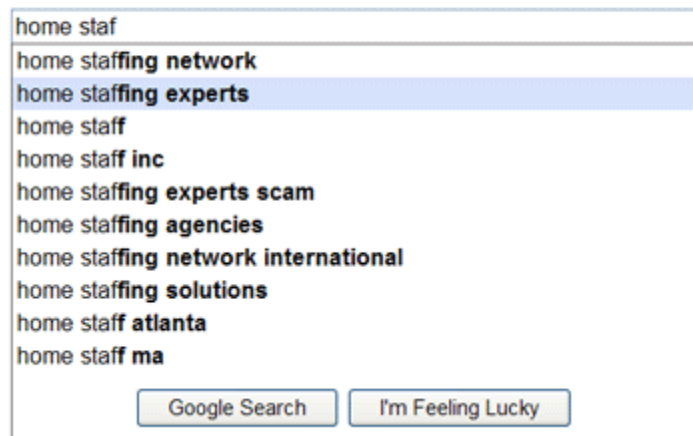
#### #1) Choose your search engine keyword phrases carefully

How do you decide what keyword phrases to use? Certainly you have in your head the keywords and phrases people would most likely use to search for your Website. You may have been thinking about them or have spoken to associates about what to use. But do people use those keywords when searching? It is fine to hang your hat on a keyword phrase that might be particular to your industry, but if no one uses it as a search string, then it does little good to optimize your site around it.

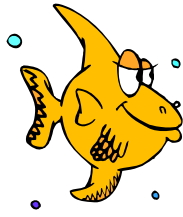
But how do you know if a keyword or phrase is something people are using to find businesses like yours? Google can help you choose the most popular phrases.

<http://www.google.com> This link will take you to the Google search engine. If you just start typing in the field, it will suggest key words and phrases by popularity from what you've typed. If you click on a key word phrase you can see the results for that search string.

Results 1 - 10 of about 4,820,000 for home staffing network.



The keywords and phrases you choose should be **theme centered**. What that means is you should have a central main theme and then sub categories underneath. By choosing a theme to your Website and keyword phrases, you're helping the search engines categorize your Website, making it easier for them to "make sense" of your information. For instance, your main theme could be "home staffing network." You choose "home staffing network" over "home staff" or "home staffing agencies" because "home staffing network" is more popular and has a smaller pool. We know this from clicking the link and viewing the results of that search. Sub categories could be: "child care staff", "home care", "home care services", "home nanny", "in home child care", "in home day care", "in home elder care" ("in home elderly care" didn't rank as high).



But choosing a popular key word or phrase shouldn't be the only criteria you use for selection. After all, being a big fish in a small pond is better than being a small fish in a big pond. If you choose keywords and phrases that are not as popular, you will be noticed more easily and achieve a higher ranking within that search string. The odds are better that you'll come up organically with a less popular search string that has a smaller pool. Would you rather be #3 in a less popular search or #200 in a very popular search? Chances are if you're #200, you won't get noticed. But at #3 you could capture the attention of a potential customer. But it's a "balance" you need to decide upon. How big of a pool do you want to swim in?

You may also consider targeting a specific geographical location or industry specific search terms. For instance "Seattle child care" or "Seattle nannies" or "Seattle employment agencies" or "Seattle maid service" or "Seattle house cleaning." All of these phrases target a certain location thereby fine tuning the people who would view and click your link. And the more words you have in your phrase the more targeted your results. With Google's new Local and Places features, you no longer have to use a specific region if your business resides within the targeted area. Google automatically picks up on your location and matches your business within a search string from your area. This makes it challenging for business that operate outside of their targeted area.

Be deliberative! Choose your keyword phrases carefully. Make sure they are phrases people actually use in a search string by using the Google Suggest selector tool. And create a theme to help the search engines rank your website and organize your content.

After you have chosen a few keyword phrases (I wouldn't choose more than six or seven), it's time to optimize or build your website around those key phrases. But how is that done?

## #2) Design your website to be search engine friendly around your keyword phrases

Search engine optimization starts from the ground up. In order for your Website to be open to the search engines and your new keyword phrases, your site needs to be designed in a way that is "search engine friendly." In order to understand what that means, we first need to look at how search engines function.

### Search engines

There are two types of search engines that gather their listings in vastly different ways.

**Crawler-based search engines** – The Crawler-based search engines such as Google create their listings automatically. They "crawl" or send out "robots" (bots) or "spiders" in to the Web to "read" and copy the content in your Website. Do they read every page? Sometimes, depending on how your site is built and how "deep" it is in the directory. Crawler-based engines rely on the text content of your site, the headings, and page names you've assigned to your pages. Many other factors play a role in determining where your page is ranked.



**Human-powered directories** – A human-powered directory, such as [www.DMOZ.org](http://www.DMOZ.org), depends upon humans to list your Website. Submissions are manually submitted by you, the site owner, and when

reviewed and approved, they are included in the directory. Sometimes popular or older Websites are included without being submitted.

**Dual-based engines** – These Hybrid search engines combine crawler-based and human-powered results in their listings.

For the sake of argument, let's target our conversation toward the popular crawler-based search engines like Google.

Basically, crawler-based engines read your site and "crawl" through it via your text based links. Your site is "crawled" or "spidered" every month or so. Popular sites are crawled several times an hour. Everything the spider finds gets copied three times in to the search engines index or catalog. When your site is updated, the index or catalog is changed with the new information. This is called indexing. Sometimes indexing can take longer than crawling. That's why changes to your site don't immediately show up in a search engine.

For a great visual presentation on "How Google Works", go to <http://www.google.com/howgoogleworks>



So how is your Website ranked? As you can imagine, indexing hundreds of millions of Web pages is a daunting task. Imagine going in to a library and asking the librarian for information on "staffing." She would ask questions to find out exactly what it is you want to know about staffing. Search engines can't do that so they have rules known as an algorithm.

**Location/frequency** – The first rule in the ranking algorithm is the location of the keywords on a Web page and the frequency they are displayed.

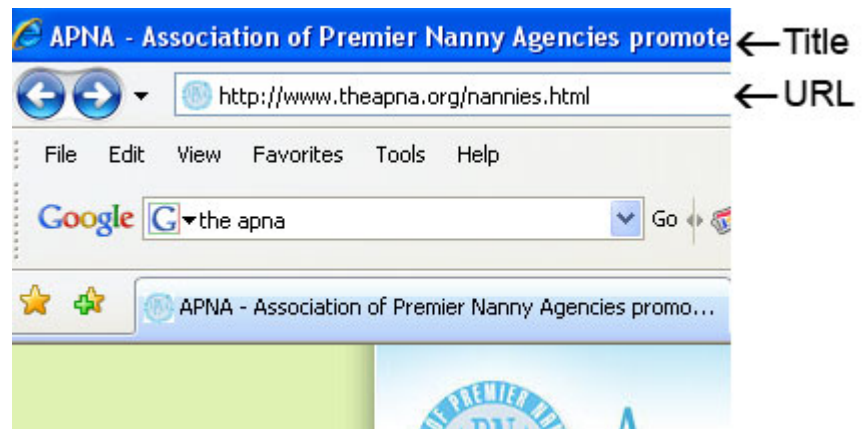
**Page title** - Remember our librarian? If she were looking for a book on staffing, first she'd probably look for it in the title of the book. That's exactly what search engines do. The title of your page is the first thing that shows up in a search result.

### [Association of Premier Nanny Agencies promotes best business ...](#)

The Association of Premier Nanny Agencies **APNA** is a professional membership organization for serious business owners who establish and enforce standards of ...

[www.theapna.org/](http://www.theapna.org/) - 17k - [Cached](#) - [Similar pages](#)

**Content** – Page content is so important (content is king). Relevant content with your keyword phrases repeated throughout the page gives your page credibility. Also, you should use different pages to target each of your key words. Every page is a potential entry point from a search engine so targeting your keyword phrases to a particular page can increase your sites relevancy in several search strings resulting in more targeted traffic.



**Domain name and URL** – The URL is the web address of your page. It stands for Universal Resource Locator. What you name your pages, matters. What your domain name is, matters. Keywords are picked up by the engines in the URL. If you haven't decided upon a domain name yet, consider choosing one containing your keywords.

**Keyword phrase links** – These are links within your site. Targeting keyword phrases with links to more information about the subject. For instance if one of our keyword phrases is "in home child care", make a text link in your site that navigates to that page which is optimized fully for that keyword phrase.

**Headings** – In HTML you can mark lines of text as heading lines, the same way you would with a word processor. So keyword phrases marked as headings do very well. Search engines put value on headings.

**Meta tags** – Meta tags are bits of information about the content of a page that does not appear on the page. Meta tags have played a more important role in the past, in regards to search engine optimization (SEO). But today they are deemed unimportant to ranking but still considered necessary for some search engines. These two specific Meta tags have been defined for search engine use today:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 1
"http://www.w3.org/TR/html4/loose.dtd">
<head>
<meta http-equiv="Content-Type" content="text,
<title>Association of Premier Nanny Agencies ;
<meta name="description" content="The Associat
<meta name="keywords" content="nanny, nannies,
<meta name="robots" content="index, follow" />
<link href="apna.css" rel="stylesheet" type="t
<link href="menu.css" rel="stylesheet" type="t
<link href="corporatestyle.css" rel="stylesee
<style type="text/css">
<!--
<!--
```

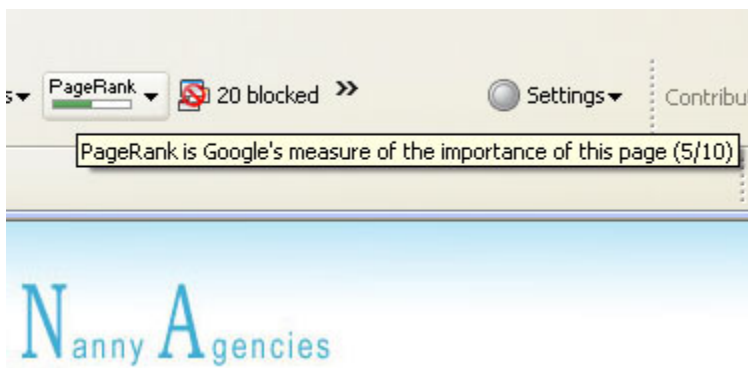
**Description** – a short descriptive paragraph about the page.

A short description is used under the page title on the search engine listing. It is important that it be readable and sensible.

**Keywords** – specific keywords used in a search.

Keywords have an influence in some search engines, but it is very minor as far as position is concerned. Don't include hundreds of keywords.

**Inbound links** – But not just any links. These links need to be to Websites containing information relevant to your keyword phrases. Moreover, they need to be linked to Websites that are popular as well. By linking with just



anyone, you're telling the search engines that you're not that much of a resource. But if popular sites are linking to you, then your site appears to be a resource among popular websites. This is just what a search engine wants to see.

But how do you know if a site is popular? One of the ways to tell how a site is ranking is with the Google page rank. If you don't have a Google tool bar with Page Rank

installed [www.toolbar.google.com](http://www.toolbar.google.com), then you can go here [www.google-pagerank.net](http://www.google-pagerank.net) and check a site's ranking. I usually prefer to have a site be at least a three before I'll allow them to link to me. But I'll link to a non-ranking *client* because that boosts their ranking. So research the people you're connecting with and make sure they at least have a three ranking before they're allowed to link to you or you to them.

Just a note: While not completely accurate, the Google Page Rank is something Google relies on.

**How to garner inbound links** – Get ready to register

**Directories** – Human-powered directories such as [www.DMOZ.org](http://www.DMOZ.org) and many others can gain you a free “popular” inbound link. Directories are extremely popular in the engines so being in a directory can not only get your site more traffic but it will also help your SEO. Just search “directories” and whatever keyword phrase you’re targeting. Some directories cost a minimal fee; some are free. But make sure they rank! Also, make sure your site is listed in the Super Pages online which is another popular directory! Here’s a listing of Free Directories <http://www.best-web-directories.com/free-directories.htm> .

**Blogs** – Voice your opinion, offer insights, write an article, but remember to link back to your Website from your blog post and make sure the blog is popular.

**Press Releases** – [www.PRWeb.com](http://www.PRWeb.com) has a great way to post press releases and get a link back to your Website.

**Inbound link TIP:** When you’re writing a description for your link partner’s site, include your keyword phrase in your description and hyperlink it to the page that’s optimized for that particular keyword phrase. Spiders will follow the link with your keyword phrase and associate it with your site.

**Reciprocal links** – Not as important as inbound links but sometimes they are a requirement of the directories you subscribe to. They can also make you appear to a search engine as a resource. Just don’t have too many. And never let your guest navigate away from your site. Always make the link open a new browser window. Reciprocal links should be discreet.

**Age of your domain name** – One of the many factors in Google’s search engine algorithm is the age of a domain name. Websites come and go so fast that before they get real serious about a new site they create a probation period. They’ve called it a “Sandbox Effect” because it has been said that Google wants to access if those sites are serious about longevity on the web. The sandbox analogy comes from the concept that Google accumulates all of the new sites into a sandbox letting them play together, away from all the adults. Then, when those new sites “grow up”, so to speak - then they are allowed to be categorized with the “adults”, or the websites that are not considered new. This period usually lasts three to four months.

**Longevity of your Website** – How long a Website has been around seems to make it rank higher, taking into consideration the above mentioned reference to domain names as well contributes to this concept. Also, if a site has been spidered in for years, directories usually link to it automatically snowballing the effect.

Now that we know how search engines work, how can we leverage the power that search engine optimization offers?

## **Website design with search engines in mind**

Certainly, when you are designing a Website you should have search engine ranking in mind. But that’s not always true. There are many different types of Web designers out there. There are many do-it-yourselfers, you may be one. There are also many designers that are more of an “artist” rather than a “business person” so they may not

be so concerned with SEO. Indeed, they may not even be including it in their proposal to you. But regardless of who has designed your Website, keyword optimization needs to be considered for search engine ranking. There may be an extra cost involved or it may be included in your Website proposal. Even if an initial optimization was included, your SEO efforts need to be evaluated every quarter or every year. It's unreasonable to think that what was done two or three years ago can hold up today. Don't just assume your Website designer is continually taking care of this for you. This industry changes daily, so it's important that **you** keep up and change strategies and initiate new tactics. You may decide to redesign your site to integrate all of the new information you've just learned.

With that said, let's start at the beginning and armed with the knowledge of what we learned in the previous pages.

But let's first start with the look and feel of your Website.

## Look and feel – Are you attracting your target market?

Frank Lloyd Wright wrote:

“If you invest in beauty, it will follow you all the days of your life”

Of course you need a Website that functions well in the search engines, but you also need it to be attractive and reflect your business, to reflect you. You can only make **one first impression**. That's what your Website designer should accomplish. She will customize a Website that's just right for *your* business, because what works for one industry may not work for another. Experienced Web developers know the difference.



Beyond the beauty, let's look at what a well-designed Website should and *should not* be comprised of:

**Website architecture** – A website can be viewed as a tree structure, with the home page being the root with a hierarchy of pages. As you navigate, you go from one level to another. Search engines like to see your site this way. Pages accessed from the home page would be level 2 and then pages accessed from the level 2 pages would be level 3 and so on. Some search engines limit their searches to 3 levels so it's best to keep the most important information on the first couple levels. Each page is ranked according to the inbound links it receives (among other things), that's why your home page (or index page) usually ranks higher than the rest.



**Splash and Flash** – Splash pages can be the “kiss of death” to any SEO campaign. Splash pages are the home pages you see on some sites that only have an image and minimal (if any) text content. From what we learned in the previous chapters, what does a search engine have to spider? They read images however, don't rank them high. So if there's no text content on a page, the spider goes away. The same goes for Flash. Full Flash sites tend to not perform well in search engines because they can't read the content.

Even though Flash may be beautiful to look at, mobile devices such as the iPhone and iPad do not support Flash. So if you choose to use it, just know you're limiting your audience. So, we do not recommend using it at all. Even if it affects one customer, that's one too many.

**Spider friendly menus** – Menu footers are a good example of an alternative when you have an images based or Flash menu bar. Remember search engines follow text links, not image links nor Flash links.

**Tip - A great way to see if your page is being spidered is by going to a "spider simulator" – Here's one I like to use [www.webconfs.com/search-engine-spider-simulator.php](http://www.webconfs.com/search-engine-spider-simulator.php)**

**Unfriendly dynamic URLs** – Remember what we said about search engines using the URL of your page to rank it? Well, some content management systems create insane URLs. Make sure your content management system creates search engine friendly URL's that allow the search engines to do their job. Here's an example of an unfriendly URL:

[http://www.macys.com/catalog/index.ognc?CategoryID=7495&cm\\_re=39.30- - HOMEPAGE\\_INCLUDE\\_1&LinkType=Homepage- -CATEGORY%20--%205125%20--%207495:bed%20and%20bath&PageID=7495\\*1\\*24\\*-1\\*-1](http://www.macys.com/catalog/index.ognc?CategoryID=7495&cm_re=39.30- - HOMEPAGE_INCLUDE_1&LinkType=Homepage- -CATEGORY%20--%205125%20--%207495:bed%20and%20bath&PageID=7495*1*24*-1*-1)

However, this is for Macy's and they have a 7 Google rank so they don't need to worry about unfriendly URLs.

**Site maps** – Site maps are pages within your Website that offer text links to every page in your Website. Some site maps also have a small description of the page content. These pages accomplish two things: First, they supply a road map for your Website guests to follow in case they're trying to find something specific; the second and most important function of a site map is that it gives a search engine a road map of your site. This helps them follow your links more easily.

**Optimizing images** – Image optimization means sizing and bringing down the quality of images you display on your site so they load faster. In order to give your Website guests an enjoyable experience, images shouldn't be larger than 40 or 50 KB depending upon the physical size you're displaying. Images taken straight from a digital camera can be several MB in size which would take too long to load.

**Here's a great free online image editing tool you can use to size and optimize your images before using them on your Website [www.webbild.com/default.asp?pageid=13291](http://www.webbild.com/default.asp?pageid=13291)**

Let your guests view your images easily so they can get to the core of your site: Your content.

**Text content is king** – Text content is the most important part of your Website. It's what motivates people to action. Moreover, it's what search engines use to rank your pages. Since humans are the ones that see the copy and read the copy and are motivated by the copy, write your Website copy for your visitors first, but always keep the search engines in mind.

Keep your paragraphs short, to the point, and use bullets whenever possible to make your copy more readable.

Always conclude with a call to action, “Click here to learn more” “Buy Now” “Sign up here” “Call today.”

Here are a couple great articles on [How to Formulate Your Copy to Increase Sales](http://www.writeoncreative.com/blog/2006/11/12/how-to-formulate-your-copy-to-increase-sales) [www.writeoncreative.com/blog/2006/11/12/how-to-formulate-your-copy-to-increase-sales](http://www.writeoncreative.com/blog/2006/11/12/how-to-formulate-your-copy-to-increase-sales) and [How to Generate More Sales with Headlines](http://www.writeoncreative.com/blog/2006/10/07/how-to-generate-more-sales-with-headlines) [www.writeoncreative.com/blog/2006/10/07/how-to-generate-more-sales-with-headlines](http://www.writeoncreative.com/blog/2006/10/07/how-to-generate-more-sales-with-headlines)

Keyword density - Repeating your keyword phrases throughout your copy will increase your relevancy with your particular keyword phrase.

For instance if the keyword phrase you are optimizing a particular page for is “Child Care Staff”, that phrase should be repeated several times throughout the copy of that page and you should have links to other pages throughout that page that expand upon Child Care Staff. You should have “Child Care Staff” as a heading and the page should be named childcarestaff.html and the title of the page should start with “Child Care Staff.” All of these items together will organically optimize this page for the key phrase “Child Care Staff.”

**Mobile devices** – Today more than ever people surf and search online with their mobile devices. Whether it’s a cell phone or iPad, mobile devices play an important part of any online business. Even though most Websites are mobile ready, having Flash or extensive java applications on your Website can make it appear incorrectly or not at all on a mobile device. Apple devices such as the iPhone and iPad, don’t support Flash applications. However the Android phones and operating systems will display Flash. So test your Website on a cell phone. You may be in need of a re-design to update your online presence.

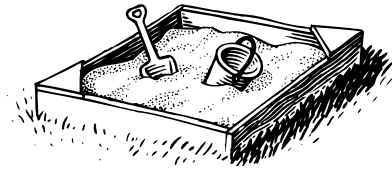
### **#3) Promote your Website on the Internet with your keyword phrases in mind**

Promoting your Website online doesn’t be exorbitant. Certainly you can pay Google to place a link to your Website at the top of a popular search. Or, you can pay a promoter to market your Website which may or may not give you *any* return. But that can cost hundreds even thousands of dollars each month. Understanding how your site can move up in rankings organically is key, even if you choose to hire a marketing professional or buy Google ad words. Keeping track of how you’re progressing and adjusting your strategy accordingly can save you money, time, and staff resources.

#### **Is it possible to promote my Website myself? Do you recommend it?**

Absolutely promote your Website yourself. Who else knows your business better than you? Who else knows your competition better than you? Who else is invested in your success more than you? No one has the passion for your business like you do. Unless you can risk thousands of dollars each month to pay someone else to do this for you, I suggest you do it yourself.

## But how do I promote my own Website?



Getting free rankings and traffic to your site is a time consuming process. Don't expect to have instant success. Remember how search engines spider your site? New sites are put in to the Sandbox probation period for three or four months before they appear in the Google searches. So if you have a brand new site, it's best to promote it alternative ways and avoid depending on search engines.

## Leveraging articles to promote your Website

One way to promote your Website online and secure instant traffic is by creating a buzz about your business. How do you do that? Even if you're not a writer, you can become an expert just by asking:

- ❖ What do my customers need most?
- ❖ What challenges do they face?
- ❖ What questions are you continually asked by your customers?
- ❖ How can you solve those issues with your customers without giving them a sales pitch?

Chances are a list of topics will surface on which you have expertise. Not a writer? There are many copywriters out there that can assist you with writing or editing an article or even a book.



Remember the focus on themed keyword phrases? Here is where that concept really pays off. Write articles about your keyword phrases and then link them back to your Website's page that's optimized for that particular keyword phrase. This creates instant traffic and optimizes your article for your Websites' theme.

**Tip** – Write articles about topics that will stand the test of time. Web articles are around for a long time. Writing about fad topics may make your article stale in a month or two. Remember, writing articles online is much different than writing for print. You may find your article still online many years or archived and accessible many years in the future.

One of the most important things your article must contain is a byline. Place a byline at the end of each article and you'll have people contacting you "the expert" for more information on the topic.

## Successful business blogging

Linking your Website from articles and blogs not only helps in your organic rankings, but also brings in traffic interested in the topic. But having your own blog can create much higher search engine rankings if included as part



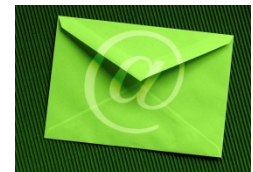
of your Website. Remember how search engines thrive on text content and links? Well, blogs offer nothing but text content and links. Moreover they're updated constantly so the engines come back over and over again to find new and fresh content. The more they come, the more information they "spider" from your blog and the more chances you have of ranking higher.

**But what should you blog about?** – Remember when we spoke about themes? Write about subjects related to your keyword phrases and link back to your Website whenever you can, which will not only encourage the search engines to relate your Website to those themed key phrases, but will also attract humans to your information. Also, ask yourself the questions your customers or potential customers would like to know more about. Become the expert. Write a blog post, minus the sales pitch, and educate and engage your blog guests. Invite them to participate with comments and questions but start the conversation with a blog post, whether it's on your blog or someone else's.

**But if you leave your blog open for comments, doesn't that invite spam?** – It certainly does. However, much of the blog software out there has features to accommodate spam protection as an add-on. Consult your Web developer to identify what spam protection may be appropriate for you. It is advised to use to use the WordPress blogs ( [www.wordpress.com](http://www.wordpress.com) ) with the Word Press Akismet Spam protection [www.akismet.com](http://www.akismet.com) which comes pre-installed.

## Connecting through email

**Opt-in e-zines and newsletters** – Staying in touch with your previous and potentials customers is easier than ever with many of the services out there today such as [www.constantcontact.com](http://www.constantcontact.com) and [www.verticalresponse.com](http://www.verticalresponse.com) These services offer the business owner or non-profit an easy and inexpensive way to communicate with mass email. Some of the many ways to promote your Website is with mass email. With it you can passively put your business in front of a captive audience (people who have used you or contacted you before and know the value of your products or services). Use an e-zine or newsletter in conjunction with your blog by writing a "tease" paragraph in your newsletter, then linking it back to your blog or Website for the whole story. Newsletters and e-zines make it easy for your guests to link in to your site to get targeted information about subjects they're most interested in.



Use them for:

- ❖ Special Offers or Sales
- ❖ Announcements
- ❖ New Services

Aggressively pursuing your customers with passive email will put you in front of their face and remind them about your services and products.

**But even though you *can* mass email *should* you?** – With all the spam out there now days, people are reluctant to release their personal information for fear they'll get more spam than ever. What helps them decide is having a privacy policy in place that allows your sign ups to know how exactly you will be using their valuable information. Most importantly, offer them something that they can't refuse.

Make it irresistible for them by offering free information or products such as:

- ❖ E-Book
- ❖ How-To Article
- ❖ Research Study
- ❖ Valuable Tips
- ❖ Audio Presentation
- ❖ Video Presentation
- ❖ Membership or Newsletter
- ❖ Discounts
- ❖ Something FREE

### Spreading the word with media releases



The media can make the job of promoting your Website much easier if you know how to communicate with it. Writing articles and business blogging is great, but having a journalist quote you as an expert is the most beneficial. That's why it's important to connect with the journalism community through press. [www.PRWEB.com](http://www.PRWEB.com) is a great way to promote that article you just wrote involving your keyword phrases. But remember to promote your story, not yourself. If someone smells a sales pitch, your credibility goes out the door. Be the expert. And remember your byline at the end of your press release.

Participate in your own online success. Webinars and podcasts are other favorites for spreading the word. You could become an instant expert in a whole new market just by participating in an online radio broadcast or Web seminar. Search Internet radio programs and find the sites "Be a guest" link on the home page. Suggest your topic and participate. Fans from all over the country could hear what you "the expert" have to say.

### GO VIRAL!

#### Share your Website and Services via Social Media Networking (FaceBook, Twitter, YouTube, Vimeo, LinkedIn)

Promoting your brand online has shifted in the last few years. Are you ready? Corporations and institutions have given way to individuals and communities making social media networking more important than ever before. Having a blog, FaceBook and Twitter account these days is as important as having a Website or business cards. The one-way street advertising model has expanded to include a two-way street sharing tool. And anyone can use it for free to help their business grow.

Social media networks act as a two-way advertising delivery tool. Friends connect to friends who connect to businesses and they recommend them to others. It's like two friends gossiping over coffee about who they use for their dry cleaners, baby sitters, auto repair or lawn maintenance. Only now, it's on a global scale. And it's not only two friends but everyone you know, and everyone they know and everyone they know and on and on. So you can see how valuable this can be. Having your business go "viral" like this should be the goal of every business owner today making social media networking a necessity.

So activate your accounts with FaceBook, Twitter, LinkedIn and for video, YouTube and Vimeo and actively participate in the two-way sharing process of your business. And make your business go viral!

Does all of this sound like a daunting task? It's really not. But it does require you, as an online business owner, to actively participate in your own online success. There's no magic involved with succeeding online. It takes time and effort, planning and tracking. Beware of guarantees and short cuts from marketers who promise you roses but deliver you weeds. Organically optimizing your Website and organically promoting your online presence is what works.

If you follow these steps, you will be able to organically grow your Website to online success:

- 1) **Choose** your search engine keyword phrases carefully
  - **Research** what people use in a search string
  - **Decide** how big of a pool you want to swim in
- 2) **Design** your Website to be search engine friendly around your keyword phrases
  - **Consider** search engines when designing your Website
- 3) **Promote and Share** your website online with your keyword phrases in mind
  - **Pursue** popular sites for inbound links
  - **Create a buzz** with articles, blog posts and press releases
  - **Connect** with previous and potential customers by developing online newsletters and e-zines
  - **Go viral** with the social media networks!

**When in doubt, hire the pros.** If you can't quite master the basic steps – no problem. There are copywriters, photographers, Web designers and marketing professionals waiting to help you grow your success online.

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