

Targeted Website Promotion

Improve SEO and Retain a Higher Search Engine Listing for Your Website

The main sources for good SEO are:

- Content including Keywords and Key Phrases
- Backlinks, Internal Links and Link Juice
- Infographics
- Search Engine Evolution

Remember that while reading this paper it is **NOT** about what **PEOPLE** see but what the **SEARCH ENGINES** see!

Interactive Search Engine Optimisation

Content

From the time we started building websites [1996] it was learned that ‘content is king’ and though we had little ‘use’ of Google as a search engine at that time as that tool became, not only more popular but influential and necessary, we also saw the immense value of *good content* on a website.

- *Google* and other Search Engines lists web pages! Not websites!
- Therefore a good website may have as many pages listed in a *Google* search as are good pages with content on it relating to that search
- Our search results have often shown multiple pages from the same website listed, even ahead of many opposition websites

Google also like to see that a website is *current*, thus the more regular the updates on a web page with good quality, up to date and relevant content, including pictures with <alt> and <title> tags, the better.

Web Developers therefore need high resolution photos with information about the photo to be able to add good <alt> and <title> tags and keywords that *Google* spiders can then read.

Valuable and often overlooked options for Good Quality Content are:

- *Videos or Presentations*; *You Tube* embedded videos are even better
- *Frequently Asked Questions*; lots of additional information about products and services can be added here
- *Testimonials*; YES!!! There are BIG penalties for ‘dodgy’ testimonials on the *www* so people do place an element of trust in them; get people to describe your services

Backlinks

Link juice is the term used in the SEO world to refer to the *value* or *equity* passed from one web page or website to another. This value is passed through *hyperlinks [or links to or from other websites]*.

Search engines see links as *votes* by other websites that your page is valuable and worth promoting.

Less is More with Links

The '100 links per page' guideline may still be a good one, but it is not set in stone. There is no specific number of links that can be used as a rule, often it depends on the page and relevant information.

For example we do not like to put too many, if any, distracting links on the contact page when people are at the point of filling in a form or getting contact information from that page.

Nevertheless, you should try to have the *fewest* number of links that provides a good user experience - but usability always comes first.

Every link you remove increases the juice passed by the remaining links ever so slightly, and in quantities it adds up to meaningful improvements, therefore a balanced number per page is best, we like to average 12 to 30.

Our Use of Backlinks

The AML-AM [Australia My Land Associate Marketplace] programme continues to show in testing and in results that the *Ads* used and various links added to our clients sites have given those sites better opportunity of listing higher in *Google* searches.

This involves adding an *Infographic* [see below] involving a *Picture and Text Ad* on clients sites as well as on our own highly listed project sites [eg. Australia My Land / About Over 50s etc. - see a full list in Appendix A]

We generally have three options that we use and offer our clients:

- *Backlinks* used between our own clients; relevant by subject and/or locality
- *Promotional Backlinks* for short periods as a kick off for a new website on one of our project websites, usually for 6 months on the home page of *Australia My Land*
- *Paid Infographic Ads* on one of the primary pages of our Project websites; includes more Ads on other pages as are relevant and available

Added to these options we still provide an *AML-AM Profile* for your business and some of our clients who have added good quality content to their *AML-AM Profiles* have had these pages show up in *Google* listings as well; so they WORK!!!

Another way in which these *Infographic Ads* have been seen to work is when those websites show up in searches for keywords relevant to a clients' website because of the content of the Ad themselves. ***Remember it is all about LINK JUICE!!!***

Infographics (Picture and Text Ads)

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.

They can be a picture, artwork, image, chart or diagram

The earliest 'infographics' were of course cave drawings and hieroglyphics.

The three parts of quality infographics are:-

- the visual; colors and graphics
- the content; readable text or implied information
- the knowledge; the comprehension of the message

Our use of Infographics

Our Picture and Text Ads have always consisted of:-

- *Graphic* with <alt> and <title> tags involving Keywords content and a link
- *Text* with <title> tag involving Keywords content and a link
- *Hyperlinks* (in Graphic and Text) with <title> tags

Search Engine Evolution

Search Engines like *Google* in general change their algorithms up to 50 times a year. This means that websites need to be updated to keep up with, or in line with, these changes.

If *Google* do not see these updates happening on a website it reduces its relevancy to the search meaning that the website drops back in the list of web pages making it harder to find.

This is in addition to the changes in background code itself which search engines also look for and track closely in evaluating a website.

Conclusion: where to from here?

It is important for businesses to check their websites for detail and code upgrades on a regular basis, even if new content is added to the site.

Google see these changes and thus see the website as 'current' and these sites are constantly, depending on what the competition are also spending, listed highly in *Google*.

When a website has not had any work done to it for a number of months or even years then it can be seen slipping onto pages 2 or beyond. This does not render a website 'useless' but, depending on the other website pages listed, now often including to our annoyance Gumtree Ads etc, it does create a greater level of opposition before people do find it.

Find out who finds you via your website through an organic search, who visited your website to get contact details or simply to find out more about you.

Do not underestimate what your website is doing for you!

Market Research

- Ask people how they found you; was it via the website
- Did they see the website in their searches
- What did they think of the website; was it easy to follow

The Benefits of Targeting the Local Market with your Website

- Reach More of the Local Customers
- Increase sales to customers in your area
- Your Business needs to be known in your local area
- Compete with other organizations who do have a website

Do NOT be fooled, your opposition, local and foreign, are likely already reaching the people in your area with their websites and social media.

Websites are NOT just about the national or international market; it is also about telling the 'locals' about your products and services and getting them inside your door to buy your goods!

[What we recommend going forward](#)

- **A monthly budget** to allow your developer to work on your website on a regular basis; even allowing them to monitor search engine and stats results, using *Google Webmaster* and *Google Analytics* to monitor your website as well as adding extras like *XML Sitemaps* to your website
- **Adding video to your website;** send your developer good quality photos and SHORT video clips and they may be able to put together a *You Tube Channel* for your business. 10 - 15 second video clips and 12 to 20 good photos are all that is needed for them to produce a 2 ½ to 3 minute 'video' which appears to be the most attractive length that people will watch
- **Budget for an AML Infographic Ads Campaign;** the AML target marketing packages start from \$325 PA - please see Appendix B for all options
- **Utilizing Social Media;** Clients who are themselves active on *Facebook*, *Twitter* etc find their websites attracting better than average *Google* listing. *Facebook* should never be seen to replace your static and stable website - it is too singular in concept with too many 'moving parts' for people to easily see what they need to know about you and your business. The social media should be a 'support act' only to your website
- **Social Content:** Also note that the more *information* you add with a photo you upload to *Facebook* the more *Google* can utilize that content when evaluating your business website; we sadly see that most photos uploaded by our clients to their *Facebook* profile has no or very little [read 'not enough'] textual content accompanying the photo meaning not only does the visitor wonder what it is there for or what it is but *Google* have "no idea" of what it is because their robots cannot 'see' the images

▪ Appendix A: AML Project Websites

Australia My Land: a 500 plus page website about the country, its people, nature and pastimes

www.australiamyland.com.au

About Over 50: a 120 plus page website about things to do and relevant issues for the Over 50s

www.aboutover50.com.au

Aussie Snow: a popular though still growing website dealing with Snow pastimes in Australia

www.aussiesnow.com.au

Railway Portrait: about Australian and World Railways; history, services, tours and latest news - like *Aussie Snow* still in its infancy but rating relatively highly in *Google*

www.railwayportrait.com

Aussie Floral Expo: Australia is world renowned for its wildflowers and the cities pride themselves on their parks and gardens - starting to gain good listings as more content is added

www.aussiefloralexpo.com.au

Other Works in Progress

www.photoexpo.com.au

www.aboutimeweddings.com.au

Appendix B: AML-AM Infographic Ads

<u>Infographic Package</u>	<u>Price PA</u>	<u>Details</u>
Silver Package	\$385	4 Medium Ads
Gold Package *	\$685	8 Medium Ads
Platinum Package *	\$985	8 Large Ads
Special Feature Package *	\$1590	Inc. 10 Large Ads

* can also be purchased over 6 monthly payments - valid for 12 months

for more details go to www.australiamyland.com.au/online-marketing.html

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