

7 Ways to Easily Increase Your Website's Effectiveness

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A well built and well marketed Web site will help you attract more visitors, build your contact base and boost sales. Try these proven strategies to increase targeted traffic and generate more business.

- 1. Focus Your Marketing Campaign Using Your Web site** Make your Web site a dynamic part of your entire marketing strategy. Integrate your sales, promotions, press releases and open house messaging onto your Web site (i.e., when you do something marketing-wise, don't forget to add this information onto your Web site whenever appropriate). Keep your Web site's messaging, design and layout consistent with your printed material, advertising and personal brand identity. Advertise and promote your Web site address on all your advertising and promotions including stationery, business cards, signs and sales packages.
- 2. Plan Carefully Get It Down on Paper** A little bit of planning goes a long way. Take the time to plan a strategy for your Web site's design and marketing before you start development. **Name That Site Right** Website addresses that are easy to remember typically get more Web site traffic. Avoid dashes and awkward spelling wherever possible. **Keywords and phrases** Learn about how keywords and key phrases are used in Web sites. These are terms people use when trying to find specific information. Make sure you take advantage of these terms. Effective use of these make your Web site easier to read and help your site rank higher with search engines. Research articles on keyword research online. Consult an Internet marketer to plan effective use of keywords and phrases for your Web site. Use online keyword research tools to your advantage. For example, wordtracker.com provides a free test drive of their software and is easy to use.
- 3. Make Your Website Visible Getting Eyes on Pages** If you've used Google or Yahoo! to find something, you've used a search engine. Learn about search engine optimization. Research various ways to drive targeted traffic to your Web site. There are many excellent books and Web sites, such as www.wilsonweb.com or www.highrankings.com that provide excellent Internet marketing resources. **How to Make Search Engines Work for You** Search engine optimization refers to managing your Web site's content and programming so that search engines will rank it higher for specific keywords. Good Web site content that utilizes targeted keywords will help visitors find your Web site. For example, if you are selling real estate in Small Town then use "Small Town Real Estate" and related keywords and phrases throughout your Web site. Ranking well on the search engines for specific keywords typically gets a better return on investment than paid marketing initiatives like pay-per-click advertising (but keep in mind that it often can take many months before your newly launched Web site will rank high with search engines).
- 4. Pay for Visibility Advertising Programs** Pay-per-click advertising can provide immediate visibility for your Web site on search engines. The two most popular pay-per-click advertising programs are Google's AdWords and Yahoo! Search Marketing programs. With pay-per-click advertising, you only pay when Web site visitors click on your text or image ad which directs them to your Web site. **Directories: The Human Touch** Pay to be included in directories like Yahoo! Directory or Business.com. Editors review Web site before submitting them to their directory. Passing directory submission standards typically helps with rankings from Search Engines. Make sure you submit to the Open Directory Project (dmoz.org). Submission to this free directory can take awhile to get acceptance but it is well worth the effort. However, when submitting to directories be aware. There are many well respected directories that submitting to will help drive traffic to your Web site. However, there are far more that won't help you at all. In fact, they may even have a negative effect. Stay away from FFA (free-for-all) directories.
- 5. Link Up with Others** Search engines like Web sites that have credible, respected and related Web sites linking to them. As a rule of thumb, the more Web sites that link to yours the better. Learn more about how you can increase incoming links to your Web site through reciprocal linking programs, paid marketing programs and press releases.
- 6. Take Advantage of Email** Use an email signature that includes your name, Web site address, phone number, etc. Publish an email newsletter and grow your mail list. It's a great way to stay in touch with your clients and get them to return to your Web site. Newsletters, or "e-zines", that provide quality content can drive traffic to your site and build relationships with your readers. Let the folks on your email list know when you update your site. A simple "e-postcard" can do the trick.
- 7. Show Yourself as an Expert** Continually adding good content on your Web site that is relevant and helpful to your clients will help you look like the expert. And typically, people like to deal with people that appear professional and well informed. Write your own copy or hire a ghostwriter to develop Web site content for you. Send out teaser "e-postcards" when new content is available. Utilizing Internet Marketing best practices can have a positive impact on your business. Research information online, take a course, or hire an experienced Internet Marketer to make your site really work for you. Following these tips are good strategies to increase traffic, leads and sales from your Web site.