

# *Optimizing Your Website For Google*



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- ***Keywords and Meta Tagging***
  - ***Site Mapping***
  - ***Google AdWords***
  - ***Google Optimization Tool***

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## Introduction

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Every year in the United States and in countries all over the world, people are using the Internet with increasing frequency. If a company or individual business owner wants to enjoy a piece of the market share, it is vital to get the most out of their Web-Site.

In 2000, in the U.S., just over 44% of the population was using the internet; in 2009 that number jumped to 74.1%.

Not surprisingly, the highest percentage of Internet users is under age 18, but even older users go online. In fact, 40% of users above the age of 66 go online; a level that has increased from 29% in 2000.

The amount of time that the average Internet user spends online has grown every year. Today that number exceeds eighteen hours per week.

It is more important than ever to increase the value and the traffic to your existing Web-Site.



*Optimization: Increasing the value and traffic to your web-site*

## Problem Statement

Getting people to visit your site can be difficult. Getting conversions after you get them to your site can even be more challenging. When you are working with a professional to design your website, it is vital to ensure they include some essential components:

- Easy to use site navigation that follows users throughout your site
- Valuable and updated content
- “Call to Action” statements that entice visitors to other areas of your site.
- For sites with a lot of content, provide a search function so visitors can find what they are looking for easily.
- Your website should load within 12 seconds with a 56K connection. Statistics show that you will lose about 45% of your visitors if your site doesn't load quickly. There are free web tools to check your website's load time.
- Because your website is a virtual representation of your company, your customers will judge you by the appearance of your website. Your site should be well balanced and visually appealing in order to make a good impression.

Even if your site is designed properly, there is no guarantee that you will get traffic or that your site

will even get indexed properly in search engine databases. In fact, if you only consider the look of your site and don't consider how it will perform on the search engines, you could be missing out on potential customers. The majority of users simply will not be able to find your site on the Internet.



Google continues to lead in the search engine business. In fact, as of April 2008, Google was used for 61.6% of all searches. For this reason, this paper will focus on optimization for Google.



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## Key Words and Meta-Tagging

Key words and Met-Tagging is a useful tool in order to ensure your website places well when those keywords or phrases are part of a user's web query.

Meta-Tagging is the code in your HTML that is invisible to the visitors of your web site, but are read by search engine web crawlers.

This code is used by a large percentage of search engines as one of the many guides on how they will index your site. The main Meta-Tags are the title, description and keyword tags.

The title tag should include only the main keywords. The least amount of words that you can place in the title, the more weight Google will give to each of the words and the higher you will rank. The title is the most important piece of information search engines use to index web pages. It should include the name of your company or URL as well as three to five important key words. Key words are very important in building a web site's traffic. You should do keyword research in order to find the best words or phrases for your audience.

The description tag describes your site's content, giving the search engine's spiders an accurate summary filled with multiple keywords. You should also use descriptive sentences or paragraphs that are relevant to your site or page.

The keyword tag should contain a list of words that are relevant to the content of your web page.

Statistics show the average web-site does not have this meta coding embedded into the source code of their web-site. By taking this one step, it puts you above the competition. There is a certain algorithm that web crawlers follow and the meta coding can help to get your site indexed correctly.



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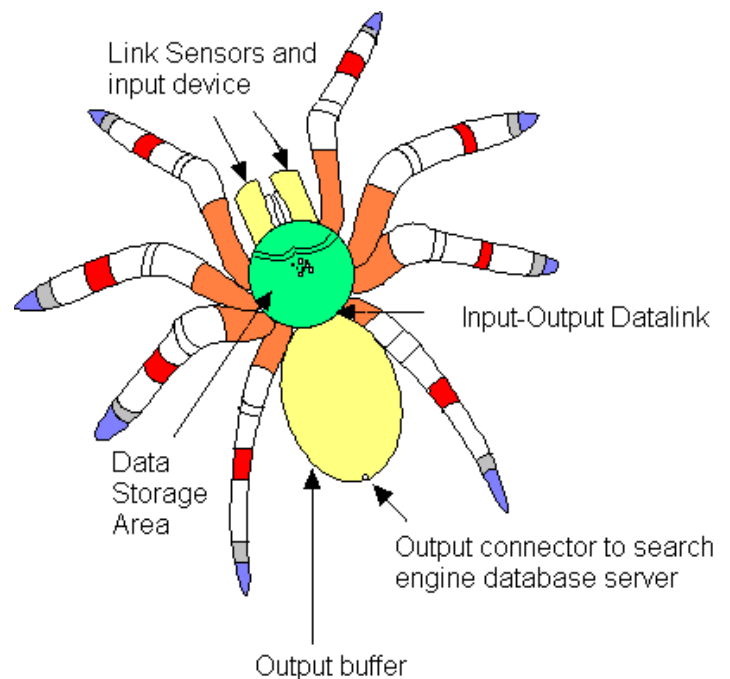
## Site Mapping

Websites are getting larger and much more complicated than they ever were in the past. Your visitors need to have a map in order to find all the pages within your site, but even more importantly, the search engine spiders need to be able to read that map as well. The site map gives them a simple navigational tool. There are three main benefits to having a site map.

- The site map is a text file that instructs search crawlers about how many links are present on your site and where to find these links and content.
- Often technologies that are used to assist in reading web pages such as web page readers and screen readers can only follow text links. It may not always be possible to show a text link to every other page within your site, so a site map takes care of that problem.
- Search engine spiders like text and text links. If they cannot follow a text link to a page of your site, it might not get indexed. Make it easy for the spider to index all of your pages through a site map.

A site map consists of the two things that search engines need: text & key words. To build a good site map

combine relevant key words with hyperlink text links.



As an example, your site map may have a link to your webpage about your website promotions, so your hyperlink should contain the words "website" and "promotions" and link directly to that page within your site.

A site map does not need to be complicated. In fact, it shouldn't be. You need to place a prominent link to your site map on every page and label it "site map" to allow for a quick and easy way to get an overview of the site without the need to scroll through the web browser. More important though is the site map that is in the root directory of your web site for the search crawlers.

A well planned site map can ensure your Web site is fully indexed by search engines.

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## Google AdWords

No Matter what your budget, you can use Google AdWords to increase traffic to your site. What makes this feature affordable is that you only pay if people click on your ad.

You create your own ad and choose key words or phrases that are related to your business. When people search on Google using your keywords, your ads may appear next to the search results. Your ad appears to potential clients that are already interested in your business or service. Potential customers can simply click on your ad to make a purchase or to learn more about your product or service.



By using your keywords or phrases and Google's contextual targeting technology, they can automatically match your ads to WebPages that are most relevant to your business. As an example, an ad for a digital camera might show up next to an article reviewing digital cameras.

You can also set your ads to appear only to people searching in a particular city, region or country. It's easy to target potential customers, even within 20 miles of your front door.

Google's placement performance report allows you to have visibility into where your ads appear. You are able to review the ad's performance on a site-by-site basis to see the impression, click, cost and conversion data. You can use this data to identify the best performing sites and target the sites that have more value.

Finally, you can set your own daily budget. There is no minimum spending requirement. The amount you pay is up to you. You can set a daily budget and a maximum cost per click on your ad. Google provides cost estimates so you can make informed decisions about choosing keywords and maximizing your budget.



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## Google Optimization Tool

Google's website Optimizer is a free tool that allows you to increase the value of your existing website's traffic by testing and optimizing the content and design. It helps to increase revenue and return on investment.

By using Google's web-based interface, you provide them with the content you would like to test. Testing items can include headlines, images or text. You also provide the design alternatives. The optimizer will show the content and design alternatives to your site visitors. The tool then tracks which combinations lead to the highest conversion rates.

### Benefit 1

**Increase sales and conversion rates:** Identify the content combinations that drive conversions and increase return on investment.

### Benefit 2

**Increase time spent on your site:** Uncover your best content and capture more attention.

### Benefit 3

**Eliminate guesswork from site design:** Don't base your design decisions on assumptions. Leverage data from real visitors.

### Benefit 4

**Improve your landing pages:** Reduce the number of potential customers that are lost through ineffective landing pages. Testing

makes it easy to fix and deploy compelling landing pages.

### Benefit 5

**Get More Leads:** Streamline your online lead generation forms to get the data you need without losing potential leads.

### Benefit 6

**Decrease your cost per acquisition:** Use testing to drive conversions and lower your cost per acquisition.

### Benefit 7

**Settle office disputes:** If you're not sure which design to use, don't ask your colleagues, run a test and let your customers and potential customers decide.



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## Testing Recommendations

It is extremely easy to set up testing by using the Website Optimizer, but you will benefit from doing some planning before you begin. You will learn what works best after you have run a few experiments.

- Test a page that gets a lot of traffic: It is easier and faster to optimize a page with more traffic.
- Test a few different things: You can test multiple items to see which combination works the best. Different choices will have an impact on the other options.
- Pick a high volume conversion goal: If you use a conversion goal that doesn't happen often, it will take much longer to find the most effective content. Choose something that happens more frequently.
- You are the best judge of what will work for your site. The optimizer just gives you the tool to test your theories.



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## Summary

Whether you are working with a professional or designing your website yourself, it is important to remember the important steps that you need to take that go over and above the design of your site. It doesn't do any good if you have a well designed site that loads quickly and has great content if your customer cannot find you.

Do yourself and your business a favor by doing the things that will get more traffic and more return on your investment.

- Do some research on appropriate keywords and set up the meta-tagging for your title, heading and keywords.
- Set up your web site with a site map that makes it easy for web crawlers to find you.
- If you want to drive more traffic to your site, try using Google AdWords to get your business in front of your target audience.
- Finally, run some tests with the Google Optimization tool. By using this tool, you will be getting the opinions directly from the visitors to your site. You will have the data to back up your design and layout decisions.




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