

“Findability” of Your Site

What is "findability" of your site? It is how the search engines and more importantly your customers can easily find your site. Your website should quickly and accurately reflect the heart of your business. It should detail you products and services. One way to approach your website is to think of it, not as a static brochure, but more like a storefront. A storefront needs to be constantly changed to reflect your customer's interests. And, it should highlight your competitive difference.

You may have a site that does all this, but you are not done. You still need to capitalize on the dynamic nature of the web and maximize your “findability” on the web. It is all about your customer finding you. Although we get caught up in our Google ranking, the reality is that it doesn't totally matter where you are on the list...what matters most is that when your customer looks for your company or product they find you.

Visibility is the essential measure as to how well your products are known to existing customers and potential customers. And in the Internet business there is one question, when people search for your product or service; do they find you or a competitor?

Tips to Increase Visibility

- The most important item on your site is good content. Good content is what search engines want and need to be a better search service!
- Directories are an excellent way to increase visibility of your site on the web. There are numerous directories on the web that have topics related to all kinds of businesses.
- Write an article. You can share your tips or view about your business in an article. Then you can post your article on your website (great content) and in Article Directories with links back to your site.
- A Pay Per Click (PPC) campaign is the fastest way to drive targeted traffic to your website. Although it costs you for each visitor, you can get targeted visitors to your website within minutes of writing your ad.

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