

Strategic Internet Marketing SEO

Congratulations! You've just launched your website. After months of planning and decisions, you've tied the internet into your marketing and fulfillment organizations. The first day of doing things a new way has just started. Now, get ready to handle all of those phone calls and orders to come your way.

Maybe it's time to take a look at your ranking. So you go over to your favorite search engine and key in some keywords that people might use to find you. Ok you don't see your site on the first few pages. But that's understandable, your site is still new - these things take time. But, when a search for your company name doesn't find put you on page one you know you have a problem. Call in the designer, call in the web host, call everyone - something is wrong. {Deep Breath} Let's think rationally

Put away the paper bag and remember the guy who told you that these things take time? There are millions of websites out there with more uploaded every day. The search engines browse all these sites, adding them to their data, and updating their listings if the site already exists. But they can only get through so many sites in a day. It may take a while to locate and scan your new site.

isResearch's Top 4 things todo:

You have to make it easy for the search engines to find you - it is your responsibility. This is not an organic issue that just evolves and spreads. You need to take specific action to get the word out. To speed the process, take the following actions.

1. Submit your site

Tell Google and the other search engines that you're there! Look for the "Submit Your Site" links on their sites and follow the instructions. Go to dmoz.org and list your site there. Though these aren't guaranteed ways to get listed, they're free, they only take a few minutes and every little bit helps.

2. Make sure your site's not an island

Search engines follow links to navigate around the Internet. If your site is not linked to other sites, you've greatly reduced the chance that a search engine will find it naturally. Make sure that other sites—business directories, article libraries, your clients—link to yours and you'll get found more quickly.

3. Break down and pay

Some engines, such as Yahoo, also have paid inclusion plans. For a fee, they'll visit your site immediately and list you promptly. If your business—storefront, for example—depends on attracting visitors, you'll want to pay for a listing.

4. Establish your presence with a blog

The search engines love, love, love blogs. Blogs give them exactly what they want, which is new text-based information. If you start a blog that also links to your site, you'll be more likely to lead the search engines right to you.

If you take even 2 or 3 of these actions, you'll decrease the time it takes for the search engines to find you. And visitors will rush to your site, just like you wanted!

Our comprehensive Search Engine Optimization Process

This in depth comprehensive review is the start of a process that will make sure your web site rapidly climbs up in the ranking. While SEO (Search Engine Optimization) should start before the first page of the website is created, we can use a variety of tools to do this analysis at any stage your web site is in.

Again, this isn't a one time event, it is a process that will continue. Search engines like Google and Yahoo change the way they rank websites and we need to be sure that your website is moving with these changes. Part art and part science, let us show you our methodology.

We think of the process in 4 separate stages:

Keyword Optimization Stage where you will find and research best keywords and optimize your web pages:

- Research keywords
- Get optimization recommendations
- Edit your pages for search engines

Online Promotion Stage where you get online and let the world know about your website:

- Submit your site to search engines and directories
- Analyze your link popularity
- Find link exchange partners and manage your correspondence with them
- Make sure your web site is seen and talked about by the bloggers.
- Subscribe to the right Pay-Per-Click accounts

Achievement Analysis Stage where you analyze your rankings and visitor traffic in real time:

- Monitor your search engine rankings
- Monitor your traffic, analyze visitors, conversion rates, and revenues

Maintenance Stage where you will eliminate errors found on your site, publish it to the Web and monitor it:

- Control the quality of your site
- Upload your site using FTP
- Monitor your site

