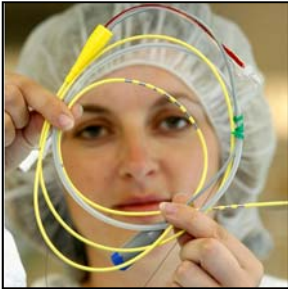


More real leads from search engines

10 tips for updating your website

Use well written, up-to-date content to boost search results



Longer search terms An image search for 'catheter-based system atrial defibrillation' located the image above on the first page with a direct link to the maker's site. (13,800 results 0.47 seconds)



'Volcanic ash' was a very popular search term in April 2010; but only useful in updates (and your PR) if you provided a relevant aviation or related travel service, product or information link.



Pink shoes. The search term 'pink shoes' put Debenhams at the top of the first search page from (81,000,000 results, 0.62 seconds)

Image credits

Top: Arrow Medical Ltd www.arrowmedical.co.uk
Middle: iStock Photo
Bottom: Debbie Rowley and Caitlin Elliott's shoes

Google's latest engine enhancements place a high emphasis on well written and carefully constructed articles in the search process. The earlier upgrades, including Caffeine, Mayday and Instant, give a high priority to regularly updated content. This makes well written, fresh and interesting information a high content priority for every web site.

This information can take a variety of forms including text, interesting, topical and authoritative articles, video clips, photo images or social media reviews and comment. Businesses should also recognise that potential customers need relevant material. If the potential customers' searches don't bring the right results on your site in a few tenths of a second, they will follow links to competitors' sites which do suit their business needs. Google's increased emphasis on relevant content not only makes all the difference to customer search times, but also to the customer value of Google as a search engine.

Remember that your potential customer will be looking for relevant results that:

- provide quality information — quickly found.
- supply interesting data
- generate trust and confidence
- contain useful references & links

If the search doesn't provide these relevant results for your site, customers will visit the one that does! The tips below will help you win more real leads.

1. Update regularly

Make sure your pages are regularly updated. Don't forget that this also applies to niche products and services. Google now looks deep into the long tail of keywords, and longer search terms. The latest enhancements are changing the game again.

2. Supply positive comment for your readers

Use regular page updates to respond to industry critical events such as the volcanic ash travel disruption. Provide relevant articles about technology or your sector's key business issues. Ensure that the information is reliable ... bearing in mind it will be visible on the Internet forever and a day!

3. Date your pages

Do provide date references. Maybe that brilliant idea in 2005 may not be too relevant today, but will demonstrate that your business has a strong track record and solid experience.

4. Add a news pages

If you haven't got a news page, create an up-to-date one. Make sure you provide news updates about

people, services and technology frequently. This enables small, fast moving businesses to compete for search results with the business giants.

5. Use new and relevant images

Decision makers need confidence before they finally choose a supplier. Interesting and powerful images will quickly show how your solutions meet customers' needs. Remember, images can also include charts, or posters!

6. Insert relevant video & graphics

Maybe you can get a run on YouTube. Some people want visible proof! Can it be found? You can also make video transcripts available to search engines and customers. Readers want to see real problems solved, ideally with graphics, video and photography.

7. Remember local business

If you value your local market make sure that Google can find the local references, including postcodes. Make sure any updates reflect locality and that your business is included in Google Local, whether it is heat treatment in Manchester or pubs in the Forest of Dean.

8. Longer tail, longer search terms

Recognise the value of longer search terms, which can now be found more reliably and much faster. If you really are able to 'measure stress corrosion resistance' say so. It will be found by the person who needs it, instantly.

9. Recommendations & third party sources

Do review your recommendations and endorsements and update them; one endorsement is worth 50 advertisements and Google likes links. Citations help ensure you are found quickly.

10. Above all, speed up your reactions

The web is moving faster every day. Twitter, Facebook and LinkedIn update in seconds. You must be able to match them in time to take advantage of favourable comment and events and to limit damage when necessary, while helping to ensure that your search results are relevant, accurate, useful... and hence profitable.

Everyone needs accurate information, whatever the enterprise or the market. Search engine results generate reader interest and direct searchers to the web page information they need. This in turn, provides your customers with solid reasons to choose your business to solve their problems.

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