

# **7 Tips for Getting Your Website Noticed**

**And Maximize Your Company's  
Online Investment**

**By**

**Gloria Rand  
SEO Copywriter**

**[www.gloriarand.com](http://www.gloriarand.com)**

# **7 Tips for Getting Your Website Noticed** **And Maximize Your Company's Online Investment**

By SEO Copywriter Gloria Rand

Dear Business Builder,

Congratulations!

You decided to leverage the power of the Internet by creating a website to market your product or service.

So, why isn't the phone ringing off the hook? Why aren't you getting emails asking for more information?

It may be that you inadvertently made a few mistakes when designing your website.

Now, don't despair. You're in good company. A lot of businesses make the same mistakes. But now, you're going to learn the right way to get your website noticed by the search engines.

When you do – you'll get more traffic to your site – and more profits added to your company's bottom line.

## **Tip #1:**

**Write content for your site that quickly conveys the benefits your company provides to potential customers.**

You only have about 3-5 seconds to make an impression online. If you don't have an attention-grabbing headline on the home page – your visitor will hit the back button and do business with someone else.

What kind of information should be in your headline? It should convey what your business does... and how you can solve your potential client's problem.

## **Tip #2:**

### **Include keywords in your website content.**

Keywords are words and phrases people use to search for a particular product or service. If you want your website to be found by the search engines, the content on your site must include these keywords.

How do you find these keywords? Google is a good place to start. The popular search engine provides a keyword search tool that helps you see which terms are used frequently, and which ones are not. Two other excellent sources are KeywordDiscovery.com and Wordtracker.com. These are subscription services, but they do offer free trials.

## **Tip #3:**

### **Make sure your home page loads quickly.**

Be careful adding animations and other graphics to your website. It might be tempting to add catchy design elements to your website. But they slow down the loading process. People are impatient. They don't want to wait more than 5 or 10 seconds for a page to load. Plus - make sure your graphics show real content, and not just decorative images.

After all, what's more important to your business - great graphics or great content that sells?

## **Tip #4:**

### **Create a title for your website that describes what your business does.**

Have you ever performed a search on Google and the second or third page of results produced a listing where the title only said "Home Page" or "Home"?

That company missed a perfect opportunity to make its business stand out from the competition. This tends to happen when companies design their site with a template provided by a website hosting company.

When “home page” is the title, you’re not giving potential customers any clues about what your company does. Those customers must rely on the description that is included in your site’s source code. (The description appears below the title on a search engine results page.)

If the description has NO keywords that people use to search for your product or business – the chances of your site appearing among the first ten listings are slim to none.

Some design programs won’t let you get rid of “Home” in the title. But you may be able to modify the title by adding on a short description of your business. If you can’t do it yourself, ask the hosting company’s technical support group to make the changes for you.

**Tip #5:**

**Make every word count on your home page.**

There’s no need to say “Welcome to XYZ Company” on your home page, or in the website’s title.

When the Internet was brand new, it was common for people to “welcome” visitors to their site. But it’s just not necessary anymore.

Now, there are millions of websites competing for attention. People are too busy to spend a lot of time reading content. They want to know right away if your site is going to help them.

Instead of literally “welcoming” people to your site – get right to the point, with content that convinces a visitor to stick around, explore your site, and do business with you.

As you’ve learned already, the “title” in your source code should provide specific information about what your company does, with keywords people use to search for your business. You only have a limited number of characters to get that point across. If your title is too long, the search engines cut it off and replace the extra words with “. . .” So don’t waste that precious space on “welcome to”.

### **Tip #6:**

**Show your company's name and/or logo in a reasonable size and location.**

It's most common for a company name & logo to be displayed in the upper left-hand corner of your web page.

In addition, it's helpful to include a tag line that briefly communicates what your company or site does. Be specific, not vague. Stay away from clichés like, "your friendly service provider." Let visitors to your site see right away what makes you different from your competitors.

### **Tip #7:**

**Make the website navigation process easy.**

Your visitors should be able to get around your site within 2 or 3 clicks. If a visitor has to work harder than that, she may get confused, lose interest, and leave. Make sure all your links are clickable – and in the right colors. Most people are used to seeing links underlined in blue, and then after they click on the link, the color changes to purple.

Remember: design the website with your customers' needs in mind. Provide solutions in clear, concise language. Offer helpful tools and an easy-to-use site.

Follow these tips and you'll convert website traffic into paying customers. That's a return on investment your business can appreciate, in any economy.

---

For a FREE website analysis, or a free, no-obligation cost estimate on copywriting for your next project, contact Gloria by email: [Gloria@gloriarand.com](mailto:Gloria@gloriarand.com), or write: 1801 E. Broadway, Ste. 302, Oviedo, FL 32765. She may also be reached through her website: [www.gloriarand.com](http://www.gloriarand.com).

© 2009 Gloria Rand. All rights reserved.

Address: 1801 E. Broadway, Ste. 302, Oviedo, FL 32765  
P: (786) 942-8321 - F: (407) 359-6936  
[Gloria@gloriarand.com](mailto:Gloria@gloriarand.com) [www.gloriarand.com](http://www.gloriarand.com)