How to get the most from your website

By Ann Stanley

MD of Anicca Solutions Ltd

Anicca Digital Solutions

- **Anicca Digital Solutions was formed as a web development company in 2004 and became a full digital agency in 2006**

- **We are an East Midlands accredited supplier and carryout work on behalf of Business Link**

- **In addition to working directly with clients; we have collaborative partnerships with other agencies and technology companies and carryout work for them on a sub-contract basis**

- **We have a number of sub-brands including Online Marketing School and Reflex Website Content Management System.**

- **The directors includes;**

  - **Ann Stanley (MD) is responsible for providing online marketing consultancy and training to clients. Ann is a chartered marketer and a Google AdWords Professional**
  - **Alex Fowler (Technical Director) is responsible for building clients websites and developing and maintaining our own stable of websites**

Agenda

Driving traffic to your website

- Types of listings

- Local or business listings

- Pay per click

- Search Engine Optimisation (SEO) process
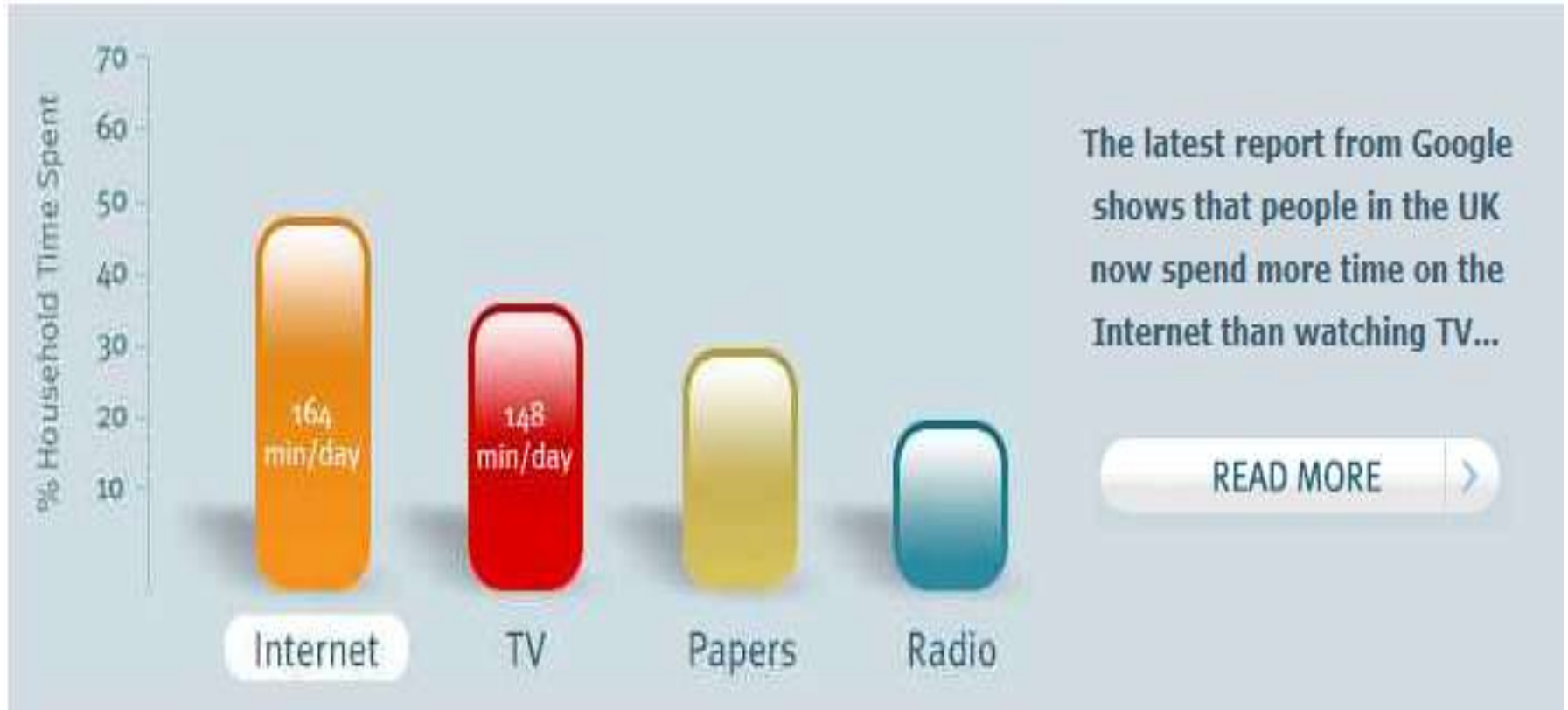
Is your website performing?

- How important is your website to your business

- 3 conflicting approaches to developing a website

Making your website more effective?
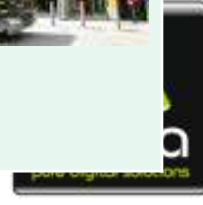
- Design

- Functionality
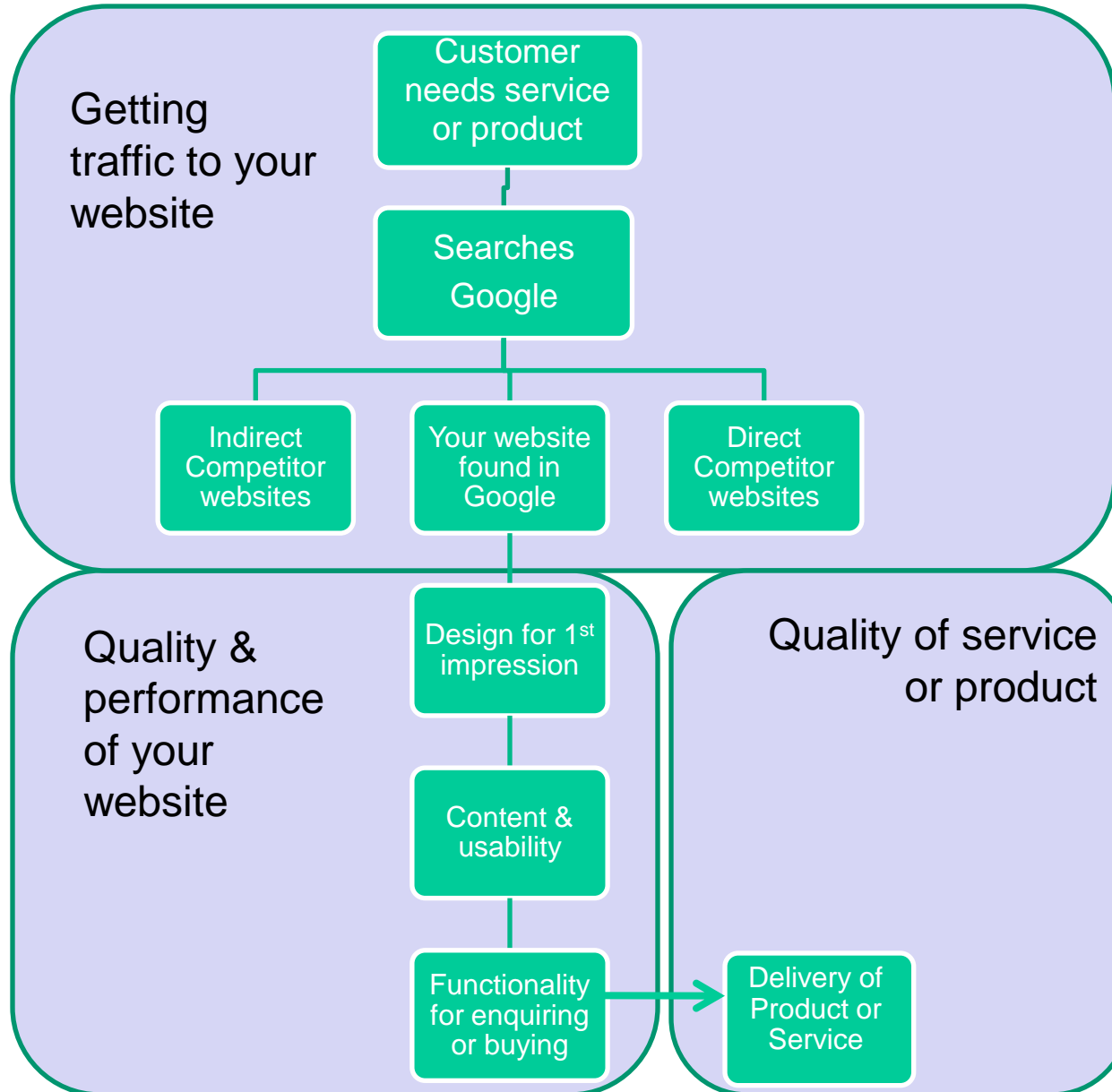
- Content

The importance of the internet

How important is your website to your business

Score	Customer types	Purpose of website	Offline equivalent
0-3	Majority of regulars, repeat & recommendations (R-Factor) Passing trade	Business card: •Contact details & Map	
4-5	Large R-factor Some new customers (eg from advertising) <50% enquiries or bookings have seen or used the website	Brochure site: •Credibility •Check out offer •Contact details & Map	
6-7	Small R-Factor, so rely on new business Need to advertise regularly >50% enquiries & bookings have seen or come from the website	Shop-window: •Lead generation & enquiries •Most customers use & enquire through the site •Credibility & information	
8-10	Mainly new customers Current customers also use website to book >80% of enquiries and bookings come from website	Transactional: •Lead generation & online marketing •Enquiries, registrations & booking engine •Email marketing •Integration with back-office	

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Understanding the customer buying process

Getting traffic to your website

Customer needs service or product

Searches Google

Indirect Competitor websites

Your website found in Google

Direct Competitor websites

Your online marketing strategy

Quality & performance of your website

Design for 1st impression

Content & usability

Functionality for enquiring or buying

Quality of service or product

Delivery of Product or Service

Getting your website found - an introduction to online marketing

Google - Search Results

Search using Keyphrase

Pay Per Click Advertising

Natural/Organic Search

Do you want a local company?

Local or business listings

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com

Directory – free or paid listing + sponsored links

Overview of online marketing

Online marketing

Paid
- 3rd party sites, affiliates & shopping engines
- Paid inclusion (Yahoo)
- Pay per click (sponsored links in search engines)

Directory listings (free or paid)

Free
Search engines - natural or organic results
- Credibility of the website (inbound links, age)
- Content indexed
- Content optimised for keyphrases

Google Maps & Business Directory

How to get found in the natural or PPC results

	Natural or organic listings	Pay per click (PPC)
Process	Search engines spiders your site and indexes it for different keyphrases found in your content	You bid on specific keyphrases; when user searches on these phrases your ads are displayed
Cost	Free – once your site is optimised	Pay for each click, but you can limit your daily and monthly budgets
Level of control over process	None – you can only follow best practice by optimising your site and getting inbound links	Total control over when and where your ads are displayed, budgets, amount paid per click, ad copy etc
Advantages	Trusted by users & no ongoing costs Once you have an optimised site it is likely to maintain its positions – as long as it contains relevant content	Control – timing and cost Speed – get immediate traffic Applicable to all sites - get sites to the top that cannot be spidered or have poor natural listing
Disadvantages	New sites generally have poor listings and need PPC to get traffic Some sites cannot be spidered Each search engine has a different algorithm, which changes with time	Can be an expensive ongoing advertising cost (eg 10p-£1 cost per click for property phrases)

Pay per click

The Main PPC Engines

The Pay Per Click Process

Managing the Campaign

Budgets

Bids

Quality

Planning the Campaign

Keywords

Ad group structure

Copy

Optimising The Campaign

Analysis & Testing

Pruning & CTR

Conversions
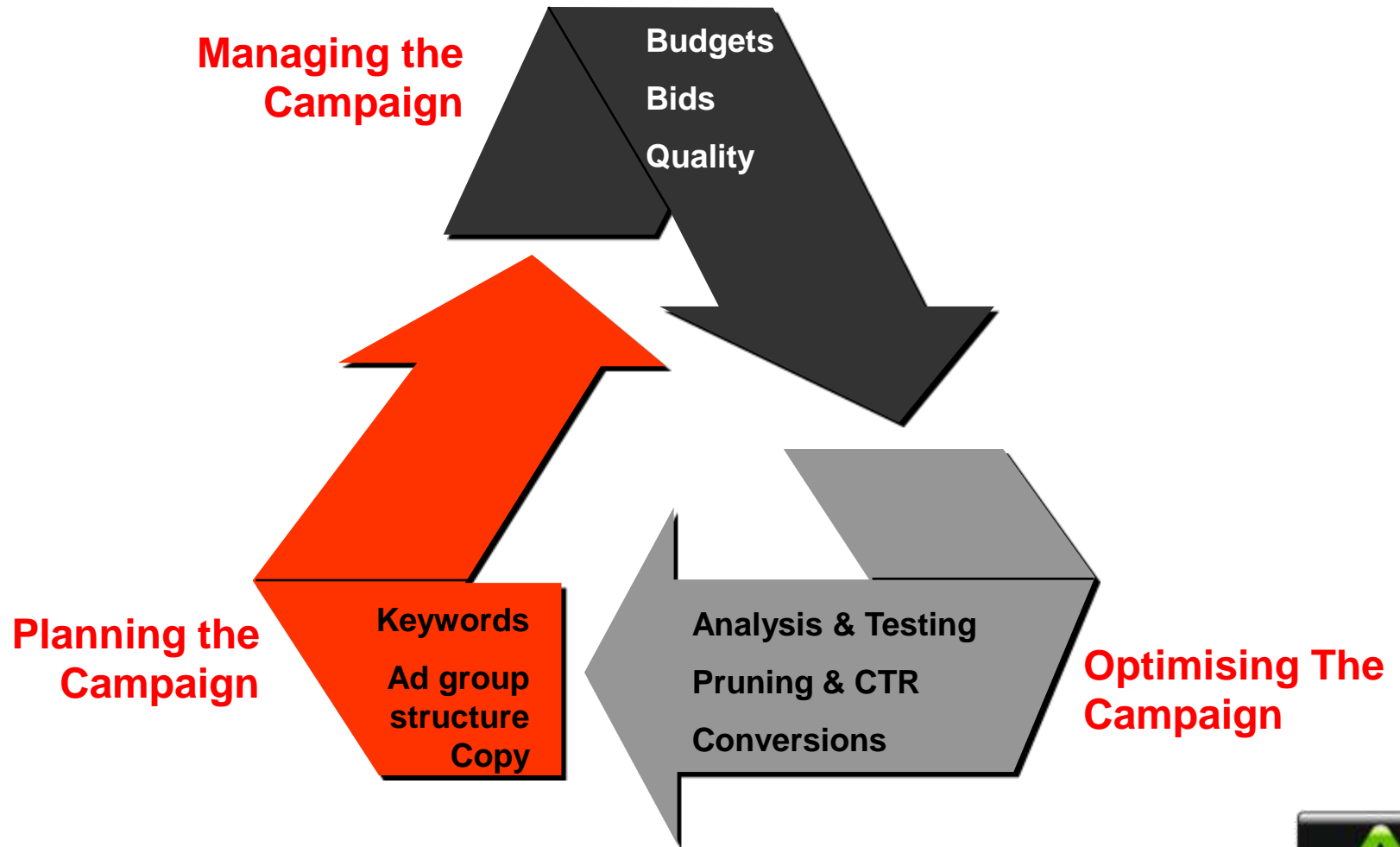
Essential background knowledge

PPC hierarchy

- the differences between campaigns, ad groups and keywords and what you can change at each level

Keyword "match types"

- how they can generate generic or targeted traffic

Click through rate (CTR) and "quality score"

- how to improve them to get top positions in each search engine

PPC Hierarchy for Perfect Locksmiths Ltd

Account

Perfect Locksmiths

Campaigns

National targeted (£20/day)

Nottingham targeted (£10/day)

Ad groups

Locksmith in Nottingham

Locksmith in East Midlands

Emergency Locksmith

Master Locksmith

List of Keywords

Locksmith in Nottingham
Locksmiths in Nottingham
Nottingham Locksmith

Locksmith in east midlands
Locksmiths in east midlands
East midlands Locksmith

[Emergency Locksmith]
[Emergency Locksmiths]
[24 hour Locksmith]
[24 hour Locksmiths]

[Master Locksmith]
[Master Locksmiths]

Keyphrases Match Type

[Exact match]

- ads are displayed when the exact words are typed in

Broad match

- the ads are displayed when the words are typed in any combination (and with other words either side)

"Phrase match"

- the ads are displayed for the exact search term in the quotes but with other words either (a hybrid of exact and broad match)

- negative match

- the ad will not appear if this word is typed in (used in combination with broad or phrase match)

Increasing keyword relevancy will result in higher positions & a lower cost per click (CPC)

- **Google – based on the max bid price & relevancy (quality score)**

- **MSN – based on the max bid price & relevancy (click through rate)**

- **Yahoo – combines max bid price & quality (click through rate)**

Quality Score = keyword's Click through rate (CTR), ad text relevance, keyword relevance, landing page relevance

Keyword view – showing quality score and click through rates

	Keyword		Status ?	Quality Score ?	Current Bid Max CPC	Show Settings	Clicks ▼	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
☐	Search total		Enabled		Default £1.71 [Edit]		82	6,830	1.20%	£1.37	£112.09	5.9	0.00%	£0.00
	All sources total						82	6,830	1.20%	£1.37	£112.09	5.9	0.00%	£0.00
☐	villas in bulgaria	🔍▸	Active	Great Minimum bid: £0.03	£1.71	▸ Settings	23	1,173	1.96%	£1.32	£30.37	4.1	0.00%	£0.00
☐	real estate bulgaria	🔍▸	Active	Great Minimum bid: £0.03	£1.71	▸ Settings	18	1,155	1.55%	£1.38	£24.80	5.9	0.00%	£0.00
☐	bulgaria for sale	🔍▸	Active	OK Minimum bid: £0.05	£1.71	▸ Settings	10	1,029	0.97%	£1.34	£13.42	4.6	0.00%	£0.00
☐	bulgarian builders	🔍▸	Active	OK Minimum bid: £0.05	£1.71	▸ Settings	7	603	1.16%	£1.39	£9.72	4.6	0.00%	£0.00
☐	property bulgaria	🔍▸	Active	OK Minimum bid: £0.05	£1.71	▸ Settings	5	686	0.72%	£1.47	£7.34	7.7	0.00%	£0.00
☐	bulgaria properties	🔍▸	Active	Great Minimum bid: £0.03	£1.71	▸ Settings	4	502	0.79%	£1.39	£5.54	6.4	0.00%	£0.00
☐	bulgarian properties	🔍▸	Active	Poor Minimum bid: £0.25	£1.71	▸ Settings	4	207	1.93%	£1.35	£5.41	7.3	0.00%	£0.00
☐	investment in bulgaria	🔍▸	Active	OK Minimum bid: £0.05	£1.71	▸ Settings	3	119	2.52%	£1.46	£4.37	4.5	0.00%	£0.00
☐	bulgarian property	🔍▸	Active	OK Minimum bid: £0.08	£1.71	▸ Settings	2	99	2.02%	£1.46	£2.91	10.5	0.00%	£0.00
☐	property rental bulgaria	🔍▸	Active	Great Minimum bid: £0.03	£1.71	▸ Settings	1	189	0.52%	£1.43	£1.43	4.0	0.00%	£0.00
☐	property in bulgaria	🔍▸	Active	OK Minimum bid: £0.08	£1.71	▸ Settings	1	121	0.82%	£1.30	£1.30	7.8	0.00%	£0.00
☐	real estate in bulgaria	🔍▸	Active	OK Minimum bid: £0.05	£1.71	▸ Settings	1	84	1.19%	£1.45	£1.45	10.3	0.00%	£0.00

Value Property Bulgaria
New payment terms - 2.5% deposit
3 easy stages, makes it simple.
www.yoobulgaria.com

More on quality score

Diabetes Type 2 Studies
Type two Diabetes Volunteer wanted
for clinical trials- PAREXEL London
www.DrugTrial.co.uk/Type2-Diabetes

Keyword	Status	Quality	Max CPC		Clicks	Impr.	CTR	Avg. CPC				
[diabetes trials]	Active	Great	£1.01	▸ Settings	2	25	8.00%	£0.41				
[information on type 2 diabetes]	Active	OK	£1.01	▸ Settings	1	23	4.35%	£0.77				
[type 2 diabetics]	Active	OK	£1.01	▸ Settings	2	23	8.70%	£0.61	£1.21	1.1	0.00%	£0.00	0
factors type 2 diabetes	Active	OK	£1.01	▸ Settings	1	22	4.55%	£0.77				
vs type 2 diabetes	Active	OK	£1.01	▸ Settings	1	21	4.76%	£0.61				
type 2 diabetes prevention	Active	Poor	£1.01	▸ Settings	0	18	0.00%	-				
[research in diabetes]	Active	OK	£1.01	▸ Settings	0	18	0.00%	-	-	1.7	0.00%	£0.00	0
controlling type 2 diabetes	Active	OK	£1.01	▸ Settings	0	17	0.00%	-				
prevent type 2 diabetes	Active	OK	£1.01	▸ Settings	0	17	0.00%	-				
[type 2 diabetes diagnosis]	Active	Poor	£1.01	▸ Settings	0	17	0.00%	-				

Keyword Analysis: diabetes trials

Ad showing? ✔ **Yes**
For details on specific criteria for this test, click the following link.
Details and recommendations »

Quality Score: ✔ **Great** (9/10)
Details and recommendations »

Keyword Analysis: factors type 2 diabetes

Ad showing? ✔ **Yes**
For details on specific criteria for this test, click the following link.
Details and recommendations »

Quality Score: ✔ **OK** (7/10)
Details and recommendations »

Keyword Analysis: type 2 diabetes diagnosis

Ad showing? ✔ **Yes**
For details on specific criteria for this test, click the following link.
Details and recommendations »

Quality Score: ⚠ **Poor** (3/10)
Details and recommendations »

MLA

anicca
pure digital solutions

PPC Strategies

- **Selecting the right network and campaign type**
- **Campaign settings**
- **Setting your budget**
- **Bidding strategies**
- **Keyphrase strategies**
- **Ad copy strategies**
- **Landing page strategies**
- **Management and use of the free tools**

Selecting the right network and campaign type in Google

2 types of network

- Search network
- Content network

2 types of campaigns

- Keyword targeted
- Placement targeted (formerly site targeted)

Limited budget -

- Stick to keyword targeted campaigns on the search network
- Also use Yahoo and MSN as this is often at a lower CPC and cost per conversion

Campaign settings

Campaign structure

- separate your phrases into logical ad groups and campaign hierarchy (not all in the same ad group)

Geo-targeting

- different campaigns can be targeted to different locations
- countries, regions, counties, cities or an area drawn on a map

Content network

- put it in a separate campaign and delete when it uses too much of your budget or does not convert

Ad scheduling

- do not turn ads off in the evening or weekends unnecessarily

Edit campaign settings

Campaign name: UK Search - Healthy Volunteers

Start date: 21 Sep 2006

Will run until:
- (•) No end date
- ( ) 11 ▾ Nov ▾ 2009 ▾

Budget options

Budget: £ 150.00 / day ⑦
▸ View Recommended Budget | How will my budget affect my ad performance?

Delivery method: ⑦
- (•) Standard: Show ads evenly over time
- ( ) Accelerated: Show ads as quickly as possible

Networks and bidding

All network types: ✓ Maximum CPC bidding Change bidding strategy

	Show my ads on:	Options: Maximum CPC bidding
Search:	☑ Google Search ⑦ ☐ Search partners ⑦ Requires Google search	☐ Position preferences ⑦
Content:	☐ The content network ⑦ ○ Relevant pages across the entire network ⑦ ○ Relevant pages only on the placements I target ⑦	Demographics: Only available on the content network

Scheduling and serving

Ad scheduling: Off. Ads running at all times.
Turn on ad scheduling ⑦

Ad serving: ⑦
- (•) Optimise: Display better-performing ads more often
- ( ) Rotate: Show ads more evenly

Target audience

Languages:
```
English
Chinese (simplified)
Chinese (traditional)
Danish
Dutch
```
Hold down the control or command key to select multiple items. Ads should be written in the above language(s).

Locations: **Currently targeting:** Edit
• United Kingdom (Country)
How will my location choices affect my ad performance?

Save Changes   Cancel

Setting your budget

Set a realistic budget

- use the traffic estimator and keyword tools.

Limited budget

- only bid on specific keyphrases (often the cheapest) and do not use the content network

Do not "starve the budget"

- or your ads will be shown intermittently through out the day or you will run out of budget in the afternoon

Allocate your campaign budgets

- according to the predicted spend, this will help to maximize your traffic.

Generic and specific terms

- separate into different campaigns to prevent the generic phrases from eating the budget at the expense of the better performing phrases

Bidding strategies

Bidding for top positions

- bid for position 3-6 - as you can still get lots of traffic and a good click through rate (CTR) and it will cost less

Bidding too low

- this will result in very poor positions and low click throughs

Cost per acquisition (CPA)

- the maximum you can afford to spend acquiring a sale?

Maximum cost per click (CPC)?

- Divide your CPA by 100 - this will give you an estimate of the maximum CPC

Keyphrases strategies

<u>Keyphrase match types</u>

- use the different types

<u>Keyword tool</u>

- use to identify all the <u>[exact match]</u> phrases; as these will be more targeted, cheaper and are more likely to convert

<u>Improve your "Quality score" & CTR</u>

- do not bid on very generic phrases as these have a low CTR and poor quality score

- delete keyphrases with a low click through rate (CTR) as this will demote the quality score of all the phrases in that ad group

Google keyword tools

Traffic estimates for the UK

Keywords	Max CPC	Search Volume	Estimated Avg. CPC	Estimated Ad Positions		Potential Clicks / Day ▼	Potential Cost / Day
Search Network Total			**£0.54 - £0.81** was £0.54 - £0.80	**1 - 3**		**398 - 547**	**£220 - £440** was £210 - £440
locks	£1.00		£0.51 - £0.77 was £0.51 - £0.76	1 - 3	delete	124 - 160	£70 - £130
locksmith	£1.00		£0.62 - £0.92 was £0.61 - £0.92	1 - 3	delete	23 - 32	£20 - £30
door lock	£1.00		£0.50 - £0.75 was £0.50 - £0.74	1 - 3	delete	23 - 30	£20 - £30
home security	£1.00		£0.63 - £0.94	4 - 6	delete	13 - 20	£9 - £20
locksmiths	£1.00		£0.60 - £0.89 was £0.59 - £0.89	1 - 3	delete	12 - 16	£8 - £20
door hinges	£1.00		£0.57 - £0.85 was £0.56 - £0.85	1 - 3	delete	11 - 14	£7 - £20
security door	£1.00		£0.61 - £0.92 was £0.61 - £0.91	1 - 3	delete	9 - 13	£6 - £20
lock pick	£1.00		£0.42 - £0.63 was £0.42 - £0.62	1 - 3	delete	9 - 11	£4 - £8
padlocks	£1.00		£0.58 - £0.86 was £0.57 - £0.85	1 - 3	delete	9 - 11	£5 - £10
home automation	£1.00		£0.55 - £0.82	1 - 3	delete	8 - 9	£5 - £8
door knocker	£1.00		£0.47 - £0.64	1 - 3	delete	7 - 8	£4 - £6
door knockers	£1.00		£0.47 - £0.63 was £0.46 - £0.63	1 - 3	delete	6 - 8	£3 - £5
key lock	£1.00		£0.41 - £0.62 was £0.41 - £0.61	1 - 3	delete	5 - 10	£3 - £6 was £2 - £6
security lock	£1.00		£0.58 - £0.87 was £0.58 - £0.86	1 - 3	delete	5 - 8	£3 - £7

Ad copy strategies

Create small ad groups

- with 1-20 similar or related phrases; write ad copy that includes these phrases

Improve the quality score and CTR

- test different ad copy for each ad group
- delete poor performing ads

Dynamic keyword insertion

- to add the keyword directly into the title of your ad

Variations on your adverts

- **What problem does your potential client have?**

- **Diagnose the problem, and offer a solution**

- **Are you offering alternatives your client might not know about?**

Buy My House? Yes We Can.
We Have The Most Reliable Investors
To Buy Your House. No Fees To Pay.
www.ukinvestorpanel.com

Quick Cash For Property
Debt? Threat of Repossession?
We will pay cash for your home!
www.quickcashforproperties.co.uk

Want up to £10,000 More?
Free Cash Offer Agreed in 48hrs.
Sell Now or Stay & Rent Back
7DayExchange.com
England

Broken Property Chain? ✅   Sponso
www.DecisionHomeBuyers.co.uk   Guaranteed cash offer in 48 hours. We buy your home, hassle free.

Sell and Rent Back Today ❓
www.NationalPropertyBuyers.co.uk   100% Free Valuation & Guaranteed Cash Offer. Apply Online Now!

No Broken Chain ✅
www.mpginvestments.co.uk/chainbreak   We restore your property chain Guaranteed cash offers within 48hrs

Which ads will have the lowest CTR?

Ad copy view – showing different CTR's & conversion rates

Variations	Actions	Status	Clicks	Impr.	CTR ▼	Cost	Conv. Rate	Cost/Conv.	Conversions
{KeyWord:Quality Leather Diary} Beautiful range of 2009 Diaries Ideal Gifts, Free Personalisation www.GiltEdged.co.uk/Shop	Edit	Paused	256	4,140	6.18%	£145.64	2.0%	£29.13	5
{KeyWord:Beautiful Leather Diaries} Buy Your Personalised Diary or Gift Extensive Range Available Online! www.GiltEdged.co.uk/Shop	Edit	Active	194	3,540	5.48%	£111.87	3.1%	£18.65	6
{KeyWord:Quality Leather Diaries} Free Personalisation On All Diaries Huge Range Available Online Now! www.GiltEdged.co.uk/Shop	Edit	Paused	15	705	2.12%	£5.20	0.0%	£0.00	-
3 edited or deleted ads			365	7,441	4.91%	£179.48	1.37% (s)	£35.90	5

Which is more important CTR or conversion rate?

Landing pages & conversion tracking

Deep Link

- to the most relevant page and not the home page

"Calls for action"

- add to your landing pages eg registration forms or the ability to buy

Conversion tracking

- add the tracking code to the "thank you" page

Lots of clicks - no conversions

- delete phrases/ad copy as these will use up your budget without generating sales

Management and using the available tools

Monitor your campaign

- Daily during the first few weeks

Collect sufficient data

- Before making too many changes, eg altering or deleting keyphrases and ad copy

Free Tools

- Optimising tools

- Google Editor

- Google Analytics

Summary –
Top tips for improving your PPC campaigns

Campaign set-up

Create separate campaigns for
- products or services
- search and content networks
- geo-targeting (displayed in different locations)
- generic vs specific phrases

Create Ad Groups
- with a small number (5-30) of similar keyphrases
- ad copy containing the keywords
- relevant landing page with calls for action

Bidding

- **Bid on specific terms**
  - use [exact match] rather than broad match
- **Negative keywords**
  - to exclude things you don't want to be found for
- **Do not starve the budget**
  - put popular Ad Groups in different campaigns
- **Do not aim for position 1**
  - aim for position 3-8, (so your ad is seen on first page)
- **Test and make changes manually**

Improving your CTR and quality score

If the quality scores are "poor" or the CTR is <2%:-

1. Restructure ad groups so there are a smaller number of similar keyphrases with matching ad copy
2. Amend the title and description (you can test several at a time to see which ad works the best)
3. Pause or delete keyphrases with a CTR of <1% - they are too generic and will effect the quality score of other keyphrases in their ad group

Improve your sales conversion rate

- **Conversion tracking**
  - aim for >1% conversion rate
- **Content network**
  - pause this if it converts at a much lower rate than the search network
- **High clicks no conversions**
  - pause any Ad Groups or keyphrases with large amount of clicks but lower than average conversion rate
- **Landing pages**
  - deep link to most relevant page
  - add calls for action
  - test different landing pages to maximise conversions

Probably the most important way to maximise your PPC budget
is to ensure that your website looks professional and is easy to use!

The Search Engine Optimisation Process

How Search Engines Work

A search engine is made of three basic components:
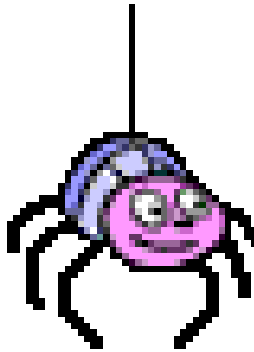
A Spider or Robot
An automated browser, it searches the web for new websites and changes to websites then views the web pages and strips out the text content

A Storage System or Database
A record of all the pages viewed by the Spider
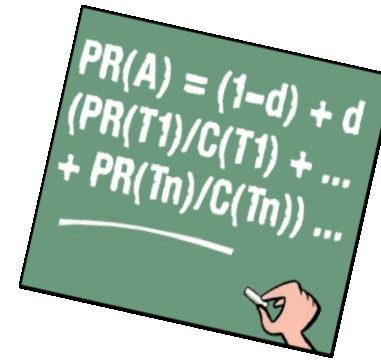
A Matching Process or Relevancy Algorithm
The rules that tell the search engine how to determine what would be relevant to your search

$$PR(A) = (1-d) + d$$
$$(PR(T1)/C(T1) + \dots$$
$$+ PR(Tn)/C(Tn)) \dots$$

Search Engine Optimisation Process

Part 1 – Auditing and planning
- Can the spiders access your site?
- Keyphrase research
- Page planning

Part 2 – On-page factors
- Writing optimised text

Part 3 - Off page factors
- Link building

Part 4 – Ongoing Management
- Submission
- Reporting
- Ongoing Activity

Part 5 – Using pay per click (PPC) while SEO kicks in
- Developing a new site
- Integration with PPC

Remove the barriers & let the spiders in!

Barriers - prevent the spiders from accessing your site content

- Flash

- Dynamic, database-driven URLs with a "?" in their names or long query strings, eg hotel and holiday pages from a product database

- Frames

- Use of JavaScript in links/navigation

- Auto-redirects

- Password protected areas

Remember to test your website using **site:www.mycompany.co.uk**

Google

site:www.locksmiths.co.uk   Search   Advanced Search
                                                  Preferences
Search: ⦿ the web ○ pages from the UK

Web   Results **1 - 10** of about **617** from **www.locksmiths.co.uk**. (**0.26** seconds)

Master Locksmiths Association : How To Join
Membership information, directory of licensed and registered locksmiths, guidelines, contact
details...
www.locksmiths.co.uk/autoRegistration/ - 24k - Cached - Similar pages - Note this

Master Locksmiths Association
Membership information, directory of licensed and registered locksmiths, guidelines, contact
details...
www.locksmiths.co.uk/mla/ - 23k - Cached - Similar pages - Note this

Master Locksmiths Association
Membership information, directory of licensed and registered locksmiths, guidelines, contact
details...
www.locksmiths.co.uk/news/ - 25k - Cached - Similar pages - Note this

Master Locksmiths Association : Training
Membership information, directory of licensed and registered locksmiths, guidelines, contact
details...
www.locksmiths.co.uk/training/ - 24k - Cached - Similar pages - Note this

Master Locksmiths Association
Membership information, directory of licensed and registered locksmiths, guidelines, contact
details...
www.locksmiths.co.uk/contact/ - 24k - Cached - Similar pages - Note this

Master Locksmiths Association
Membership information, directory of licensed and registered locksmiths, guidelines, contact
details...
www.locksmiths.co.uk/pressReleases/ - 23k - Cached - Similar pages - Note this

Master Locksmiths Association
Membership information, directory of licensed and registered locksmiths, guidelines, contact
details and links.
www.locksmiths.co.uk/ - 37k - Cached - Similar pages - Note this

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com

Create a Keyphrase Matrix for Your Products/Services

	hotel	hotels	room	rooms	weekend break
book	book hotel	book hotels	book room	book rooms	book weekend break
reserve	reserve hotel	reserve hotels	reserve room	reserve rooms	reserve weekend break
check availability	hotel check availability	hotels check availability	room check availability	rooms check availability	weekend break check availability
Derbyshire	hotel Derbyshire	hotels Derbyshire	room Derbyshire	rooms Derbyshire	weekend break Derbyshire
London	hotel London	hotels London	room London	rooms London	weekend break London

Google keyword tools

Download search data for your keyphrases

Downloaded search data

Keywords	Approx Average Search Volume per month	Clicks at 1%	Estimated Avg. CPC	Cost using PPC	Estimated Ad Position	Advertiser Competition	May	Jun	Jul
		17715	£0.69	£12,135.16					
locks	368000	3680	£0.64	£2,355.20	2	1	0.5	0.5	0.61
home security	201000	2010	£0.79	£1,587.90	5	1	0.3	0.28	0.51
locksmith	110000	1100	£0.76	£836.00	2	1	0.54	0.51	0.63
door lock	74000	740	£0.62	£458.80	2	1	0.47	0.46	0.58
security cameras	74000	740	£0.86	£636.40	5	1	0.27	0.28	0.67
locksmiths	60500	605	£0.74	£447.70	2	1	0.49	0.52	0.62
door locks	49500	495	£0.75	£371.25	2	1	0.47	0.49	0.6
security alarms	49500	495	£0.69	£341.55	2	1	0.14	0.15	0.26
window parts	40500	405	£0.69	£279.45	2	0.8	0.04	0.04	0.92
home alarms	33100	331	£0.81	£268.11	5	1	0.18	0.2	0.67
door bells	27100	271	£0.60	£162.60	2	0.93	0.17	0.18	0.47
hardware door	27100	271	£0.72	£195.12	2	0.6	0.5	0.44	0.41
home automation	27100	271	£0.68	£184.28	2	1	0.48	0.44	0.59
key lock	27100	271	£0.51	£138.21	2	0.8	0.61	0.56	0.59
security door	27100	271	£0.76	£205.96	2	1	0.66	0.57	0.66
door hinges	22200	222	£0.70	£155.40	2	1	0.5	0.54	0.58
door knockers	22200	222	£0.58	£128.76	2	1	0.24	0.26	0.57
padlocks	22200	222	£0.71	£157.62	2	1	0.48	0.48	0.62
security locks	22200	222	£0.78	£173.16	2	1	0.29	0.29	0.52
door knocker	18100	181	£0.58	£104.98	2	1	0.31	0.3	0.56
lock pick	18100	181	£0.52	£94.12	2	1	0.82	0.72	0.7
pick lock	18100	181	£0.52	£94.12	2	0.66	0.82	0.72	0.7
security lock	18100	181	£0.72	£130.32	2	1	0.57	0.56	0.66

Optimisation page plan

Page	Keyphrase	Searches/month (exact phrase)	Sites in Google.co.uk
Home page	procurement strategy	480	0.124
	procurement solutions	170	0.016
	procurement management	210	0.052
About us (negotiation)	Contract negotiation	110	0.042
	Supplier negotiation	58	0.003
	Negotiation Power	16	0.002
Forum	IT forum	320	0.163
	Technology forum	110	0.066
	Procurement forum	58	0.006
Procurement	e procurement	1600	0.222
	eprocurement	880	0.114
Purchasing	Purchasing and supply	210	0.098
	Strategic purchasing	320	0.016
	Purchasing systems	73	0.008
Supplier	Supply chain management	5400	0.699
	Hardware suppliers	140	0.046
	IT suppliers	140	0.035
IT	IT procurement	170	0.044
	Purchasing IT	22	0.208
Hardware	Computer hardware	14800	1.760
	Buying hardware	36	0.004
	Purchasing hardware	22	0.002
Software	Business software	5400	1.160
	Buy software	1000	0.060
	Purchasing software	480	0.009
Technology	Computer technology	590	0.554
	Technology suppliers	91	0.020
	Purchasing technology	46	0.0001
Software types	Erp software	1600	0.086
	Enterprise resource planning software	170	0.008

Optimisation - Content Considerations

- **Visible Text**
  On-topic, optimised content is the most important factor if prominent search engine positioning is to be achieved.

     Copywriting and Editing
     Headings and Formatting
     Internal Anchor Links
     ALT image attributes

- **Themes**
  Development of thematic content areas.

- **Keyword frequency, weight & prominence**
  Adjustments to apply elements of the "science".

- **<TITLE> tag**
  The text in the Title tag is one of the most important factors influencing search engine ranking algorithms.

- **META Description**
  Optimised to encourage click-throughs.

- **META Keywords**
  Provided but currently of little importance..

- **Stop words**
  Many search engines exclude common words. The optimisation includes avoidance of stop words in key areas of the pages.

- **Spam avoidance**
  No techniques are used that could be considered to be spamming.

Title & Meta Tags

- The Title Tag is also important with regard to Google ranking
- Description acts as the "advert" that attracts browsers to click through
- Keyword Meta tags – less important

property investment, buy off plan, buy-to-let properties, from New ...
Investment property from UK and overseas. New Homes Direct can help you buy off plan
properties, buy-to-let apartments and new homes many with discounts of ...
www.new-homes-direct.com/ - 13k - Cached - Similar pages - Note this

Title tag

www.new-homes-direct.com - display_development
new-homes-direct.com - buy new houses, flats & apartments direct from UK & International
property developers for deals & discounts of up to 20%.
www.new-homes-direct.com/latest_deals.php - 56k - Cached - Similar pages - Note this

Description

New Homes Direct - Information and guides for residential and ...
Buy new houses, flats & apartments direct from UK & International property developers for
deals & discounts of up to 20%. Information and guides for private ...
www.new-homes-direct.com/buyers_info.html - 15k - Cached - Similar pages - Note this

Buy property - new houses for sale, buying new homes, property ...
Buy property with New Homes Direct. Search online for investment property, new houses, new
homes with discounts of 10-20%. Buy to let and off plan property ...
www.new-homes-direct.com/about.html - 14k - Cached - Similar pages - Note this

new homes UK property hot spots buy apartments, buy flats, buying ...
UK Property hot spots – Buying new homes is straightforward with New Homes Direct. We
can help with buying apartments, buying flats – in fact, ...
www.new-homes-direct.com/uk_property_hotspots.html - 12k -
Cached - Similar pages - Note this

Buying a residential home - buying residential property - New Home ...
Buying a residential home is made simple with New Homes Direct. Let us take the hassle out

The Title Tag should be
varied on each page
to reflect the specific
content it heads.

Check your keyword density: www.ranks.nl

Check your keyword density: www.ranks.nl

Keyword Density & Prominence Tool - Microsoft Internet Explorer

Address: http://www.ranks.nl/cgi-bin/ranksnl/spider/spider.cgi?lang=

Total 2 word phrases: 9 - Total Repeats : 26

phrase	repeats	density	Prominence
derbyshire chocolate	6 T,D,K,A	10.00 %	77.22
chocolate company	5 T,D,A	8.33 %	74.83
the finest	3 D	5.00 %	49.44
company logo	2 A	3.33 %	62.50
finest quality	2	3.33 %	27.08
of hand	2 A	3.33 %	17.50
only the	2	3.33 %	13.75
range of	2	3.33 %	37.50
the derbyshire	2 T	3.33 %	78.33

Total 3 word phrases: 4 - Total Repeats : 11

phrase	repeats	density	Prominence
derbyshire chocolate company	5 T,D,A	12.50 %	75.67
chocolate company logo	2 A	5.00 %	63.33
the derbyshire chocolate	2 T	5.00 %	78.33
the finest quality	2	5.00 %	27.92

Total 4 word phrases: 2 - Total Repeats : 4

phrase	repeats	density	Prominence
derbyshire chocolate company logo	2 A	6.67 %	64.17
the derbyshire chocolate company	2 T	6.67 %	78.33

23 keywords found with density between 2.0% en 15.0% :

chocolate, derbyshire, company, finest, chocolates, derbyshire chocolate, chocolate company, the finest, company logo, finest quality, of hand, only the, range of, the derbyshire, derbyshire chocolate company, chocolate company logo, the derbyshire chocolate, the finest quality, derbyshire chocolate company logo, the derbyshire chocolate company

All text:

the derbyshire chocolate company derbyshire chocolate company selling the finest handmade chocolates and truffles for delivery countrywide derbyshire chocolate gifts valentines toffee english sweets candy easter

Document info

Url: http://www.securifix.com/
Title: Securifix - Complete Security Solutions
Meta keywords:
Meta description: security solutions, safe, surveillance equipment, monitoring, cctv

Total number of words: 267

Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estim
security	T, D	10	3.75	n/a	n/a	n/a
safes		9	3.37	n/a	n/a	n/a
systems		7	2.62	n/a	n/a	n/a
gates		3	1.12	n/a	n/a	n/a
home		2	0.75	n/a	n/a	n/a
contact		2	0.75	n/a	n/a	n/a
solutions	T, D	2	0.75	n/a	n/a	n/a
wide		2	0.75	n/a	n/a	n/a
service		2	0.75	n/a	n/a	n/a
requirements		2	0.75	n/a	n/a	n/a
system		2	0.75	n/a	n/a	n/a
locksmiths		2	0.75	n/a	n/a	n/a
cctv	D	2	0.75	n/a	n/a	n/a
access		2	0.75	n/a	n/a	n/a
control		2	0.75	n/a	n/a	n/a
intruder		2	0.75	n/a	n/a	n/a
grilles		2	0.75	n/a	n/a	n/a
shutters		2	0.75	n/a	n/a	n/a
free		2	0.75	n/a	n/a	n/a
hour		2	0.75	n/a	n/a	n/a
alarm		2	0.75	n/a	n/a	n/a

Load Google keywords data

Filter

apply reset
○ start ○ contain ○ regexp

Keywords cloud

home contact **security** solutions wide service requirements system locksmiths **systems** cctv access control intruder grilles gates shutters **safes** free hour alarm key doors

---

Document info

Url: http://www.locksmiths.co.uk/default.asp
Title: Master Locksmiths Association
Meta keywords:
Meta description:

Total number of words: 110

Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estim
mla		4	3.64	n/a	n/a	n/a
members		3	2.73	n/a	n/a	n/a
login		2	1.82	n/a	n/a	n/a
locksmiths	T	2	1.82	n/a	n/a	n/a
customer		2	1.82	n/a	n/a	n/a
auto		2	1.82	n/a	n/a	n/a
registration		2	1.82	n/a	n/a	n/a

Load Google keywords data

Filter

apply reset
○ start ○ contain ○ regexp

Keywords cloud

members login **mla** locksmiths customer auto registration

Total 2 word phrases: 1

Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estimate
the mla		3	5.45	n/a	n/a	n/a

Load Google keywords data

Total 3 word phrases: 1

Keyword	Found in	Repeats	Density	Search volume	Approx Avg Search Volume	Estima
of the mla		2	5.45	n/a	n/a	n/a

Load Google keywords data

ann@anicca-solut

MASTER LOCKSMITHS ASSOCIATION
MLA

Total number of words: 114

| | | | | Load Google keywords data | | |
Keyword	Found in	Repeats	Density	Search volume ⑦	Approx Avg Search Volume ⑦	Estimat
safe	T, D	3	2.63	n/a	n/a	n/a
security		3	2.63	n/a	n/a	n/a
grilles		3	2.63	n/a	n/a	n/a
digital		3	2.63	n/a	n/a	n/a
installation		3	2.63	n/a	n/a	n/a
gemini	T, D	2	1.75	n/a	n/a	n/a
lock	T, K, D	2	1.75	n/a	n/a	n/a
access	K	2	1.75	n/a	n/a	n/a
control	K	2	1.75	n/a	n/a	n/a
locks	K	2	1.75	n/a	n/a	n/a
approved	K	2	1.75	n/a	n/a	n/a
door		2	1.75	n/a	n/a	n/a
code		2	1.75	n/a	n/a	n/a
keys		2	1.75	n/a	n/a	n/a
key		2	1.75	n/a	n/a	n/a
supply		2	1.75	n/a	n/a	n/a

Bookmarks

1-word keywords table
2-word keywords table
3-word keywords table
4-word keywords table
Original text

Filter

[   ] apply reset
● start ○ contain ○ regexp

Keywords cloud

gemini lock **safe** access control

Total number of words: 951

| | | | | Load Google keywords data | | |
Keyword	Found in	Repeats	Density	Search volume ⑦	Approx Avg Search Volume ⑦	Estima
products	K	47	4.94	n/a	n/a	n/a
locks	T, K, D	36	3.79	n/a	n/a	n/a
handles	K	24	2.52	n/a	n/a	n/a
accessories	K	20	2.10	n/a	n/a	n/a
door	K	20	2.10	n/a	n/a	n/a
security	T, K, D	19	2.00	n/a	n/a	n/a
window	K	19	2.00	n/a	n/a	n/a
lock	T, K, D	17	1.79	n/a	n/a	n/a
lever		16	1.68	n/a	n/a	n/a
series		12	1.26	n/a	n/a	n/a
safes	K, D	12	1.26	n/a	n/a	n/a
mortice	K	12	1.26	n/a	n/a	n/a
systems	K, D	11	1.16	n/a	n/a	n/a
multi	K	10	1.05	n/a	n/a	n/a
point	K	10	1.05	n/a	n/a	n/a
padlocks	K	10	1.05	n/a	n/a	n/a
signs		9	0.95	n/a	n/a	n/a
keys	K, D	8	0.84	n/a	n/a	n/a
hardware	T, K	7	0.74	n/a	n/a	n/a
cylinders		7	0.74	n/a	n/a	n/a
pvcu		7	0.74	n/a	n/a	n/a
entry	K	7	0.74	n/a	n/a	n/a
key	K, D	6	0.63	n/a	n/a	n/a

Bookmarks

1-word keywords table
2-word keywords table
3-word keywords table
4-word keywords table
Original text

Filter

[   ] apply reset
● start ○ contain ○ regexp

Keywords cloud

security hardware account 020 home
carriage charges related links keys
accessories key motorcycle cabinet
window lock access lever
handles rose series pull
products multi point systems
safes digital cylinder lockcases arrone
panic door closers asec electric
releases locks briton brass levers
backplate round release mortice hinges
range locking signs fire chubb
nightlatches cylinders secondary
padlocks mechanical electronic pvcu
audio entry era kits video hoppe alarms

ann@anicca

MLA

MASTER LOCKSMITHS ASSOCIATION

What else do you need to consider?

1. On-Page Factors
   - Title Tag
   - Meta Tags
   - Page Content
   - Heading Content
   - Text formatting
   - Frequency of phrases
   - Density of phrases
   - Prominence of phrases

2. Off-Page Factors
   - Domain name
   - Location of hosting/ISP
   - Filename / full URL
   - Directory Listings
   - Internal Link structure
   - External Link Structure
   - Anchor text of inbound links
   - Page quality of inbound links

Introduction to
Link building strategies
& use of 3rd party sites

Examples of different types of inbound links

Google Maps & Business Directory
Dan's B & B in Buxton

Visit The Peak District
Visit Dan's B & B for great weekend break!

Yell.com
Dan's B & B

LateRooms.com
Dan's B & B book now for great discounts.

Derbyshire business directory
Buxton
Dan's B & B

My Site
(Dan's B & B)

Booking.com
Dan's B & B
39 Justinian Road, Buxton

B & B Blog
Last minute rooms at **Dan's B & B**.

PR.com
Dan's B & B wins Derbyshire cleanest B & B award

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Importance of 3ʳᵈ party directories & portals

Evaluate and compare directories for the following factors:

Direct traffic

- Are your competitors listed?
- Do they get top 10 search engine positions for the keyphrases you want to be found for?
- How much traffic do they get (unique visitors per month)?
- Is their Alexa ranking greater than your own site (and other directories you are considering)?

Inbound links – to help your search engine ranking

- What is the Google Page Rank of the page that your entry will appear on?
- Does Google indexes the links from this directory? (Check competitors sites by typing in link:www.competitor.co.uk into search box of Google)

Costs

- Free or paid entry

Linking Tip – Anchor Text

✗ Avoid - Click here for information about Anicca Solutions.

What kind of services?

✓ Web development and internet marketing services provided by Anicca Solutions – useful information!

Many search engines consider the text
in and around hyperlinks to be more important.
They are also looking for descriptive relevancy.

Adobe.com is found for "click here" (due to the power of anchor text)

What links do you have?

Get a free link in a range of sites

Importance of Page rank – receiving some of the "credibility" from the sites that link to you

Submitting Your Site?

- Manual submissions

- Individual page submissions

- Language specific as required

  .co.uk .com .fr .de .it .kr.

Inclusion in Directories:

- Yahoo! (paid)

- DMOZ (Open Directory)

- Business.com and others

• Before you pay for a directory entry check

that Google "values" the links

International Search engine marketing

- Each country has own national search engines

- International search engines such as Google.com, MSN.com and Yahoo.com have local versions of their search engines with their own algorithm

- Some international search engines will alter the algorithm used depending on the IP address of the user (eg you will get a different result on Yahoo.com in the US then if you were in the UK or another country)

- National search engine rank local sites more highly (country-specific url and IP address)

- National search engines rank sites in local language more highly

- Each country will have country-specific keyphrases and spellings eg repetitive stress injury = repetitive strain injury, optimisation = optimization,

- Keyphrases used in one country will not necessarily translate

Top-tips to improve your search engine traffic

• Check that your site has <u>been indexed</u> all the top UK and .com search engine (type site:www.mycompany.co.uk into each search engine)

• Check that your site has <u>no search engine barriers</u> (eg flash, frames)

• Check that there is a <u>"site map"</u> and text links to pages within your site

• Every page within your site must act as a doorway into the site by containing the keyphrases used by searchers – there should be <u>unique content, titles and descriptions on each page</u>

• Check that every page has the <u>"calls for action"</u> – eg phone numbers, register for email, check availability, book now!

• Check your <u>Google page rank</u> and develop Strategic link building and registration in directories - DIY!

• Use a dual strategy of <u>search engine optimisation and pay per click</u> (+/- xml feed) to cover all the keyphrases used by potential customers

• <u>Monitor your site</u>, use a statistics package to determine levels of traffic, where they came from, keyphrases used and what they did when they got there (did they register or book?) - What is the CPA & ROI?

How effective is your website?

The 3 "conflicting approaches" used in web design

Design – first impressions counts

These approaches are often used by different types of web designers or developers and can conflict with each other
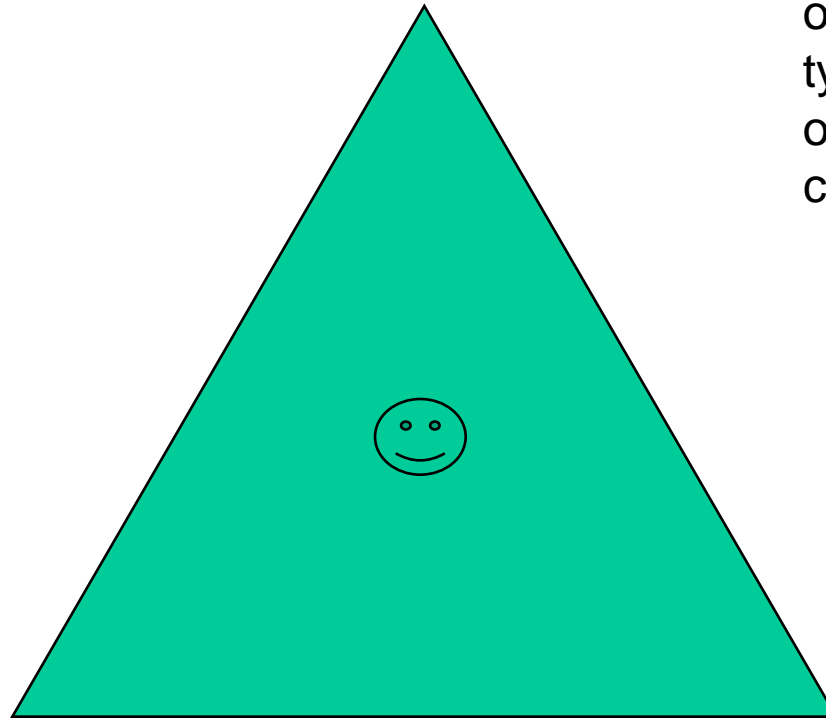
Functionality – what the site does for the user and your business

Content – what the site says to the user and search engines

How design, functionality & content influence visibility in the search engines

- **Design**

  - Images can't be indexed
  - Certain technologies such as Flash, Frames and JavaScript can't be indexed
  - Design can limit the space for optimised text, or too much text can spoil the design

- **Functionality**

  - Certain database functionality such as dynamic urls, ecommerce sites and some content management systems can't be indexed

- **Content**

  - Amount, structure and keyphrases within the content (on-page factors) all have significant influence on positions achieved for keyphrases used by searcher
  - Content consists of the visible content (ie elements seen by the user) and the content in the code and tags (meta-data) both are important for search engine optimisation
  - Search engine optimisation is the process used to build or modify a site to improve its rankings in search engines for the keyphrases used by customers

Strategic overview for planning your site

Site situation analysis

Business objectives

Clients' requirements

Marketing objectives → **Site objectives**

Constraints

Strategy/Tactics

Design | Content | Functionality | Structure/navigation

Usability

Improving sales conversion
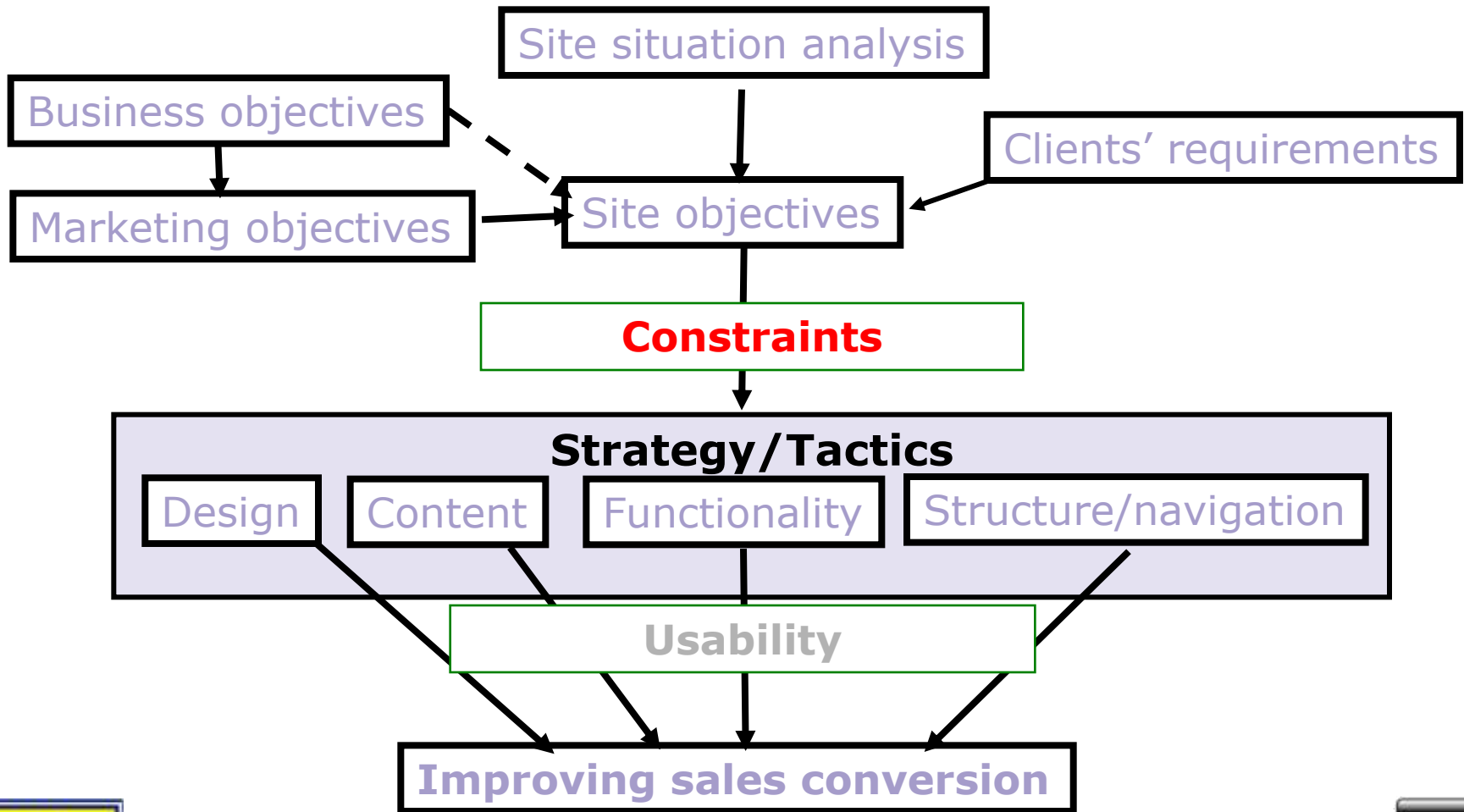
Is your current site performing?

Score your site as compared to others

SCALE

1-4 = you consider the site poorly designed or unprofessional

5 = you would not bother to browse the site

6 = you would browse the site

8 = you would consider buying or using the service from this site

5

8

Importance of your website vs how you perceive the site (performance)
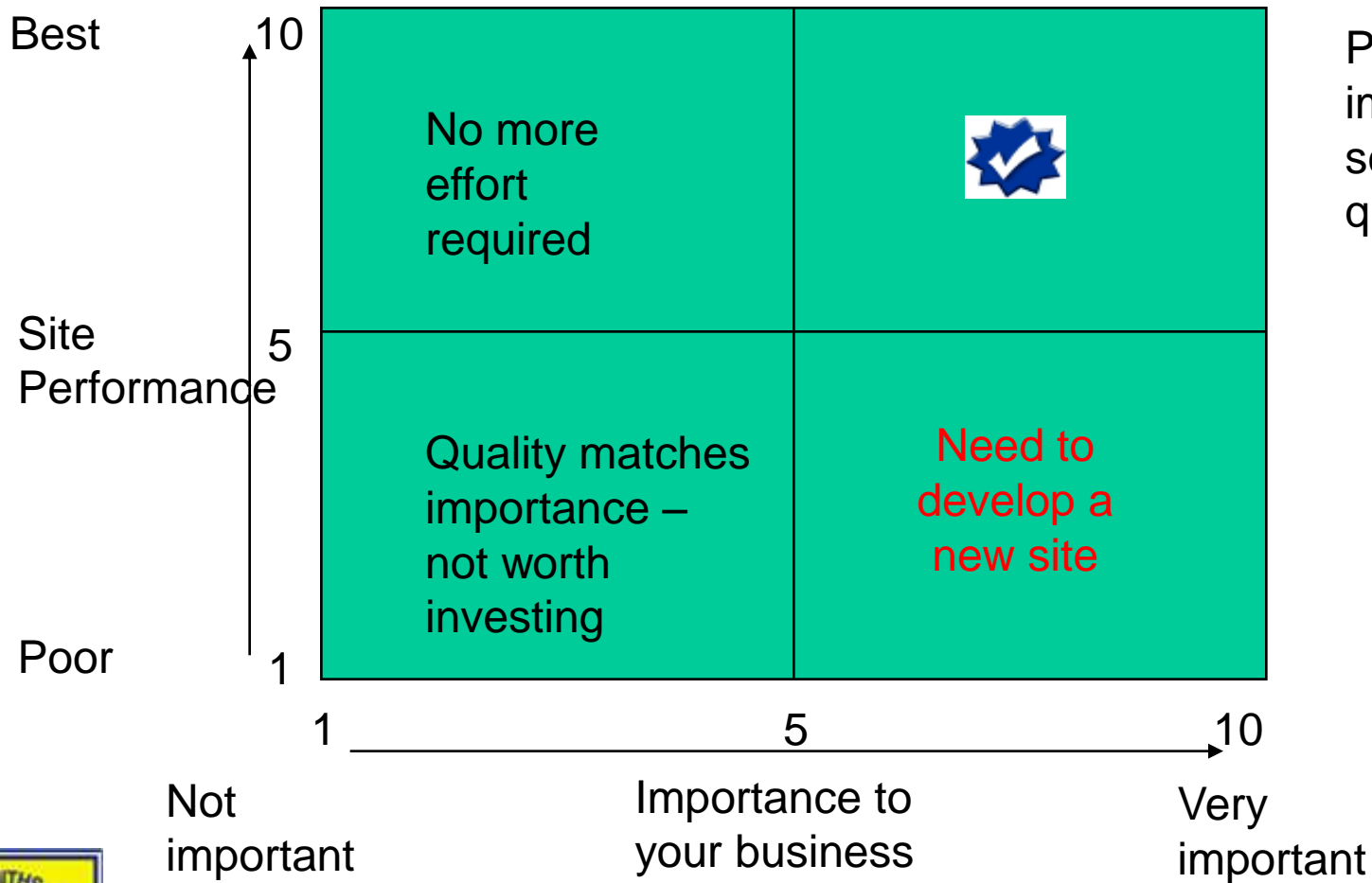
Plot your importance score vs your quality score

Best — 10

Site Performance — 5

Poor — 1

No more effort required

Quality matches importance – not worth investing

Need to develop a new site

1 — 5 — 10

Not important

Importance to your business

Very important

Get free site metrics from Google
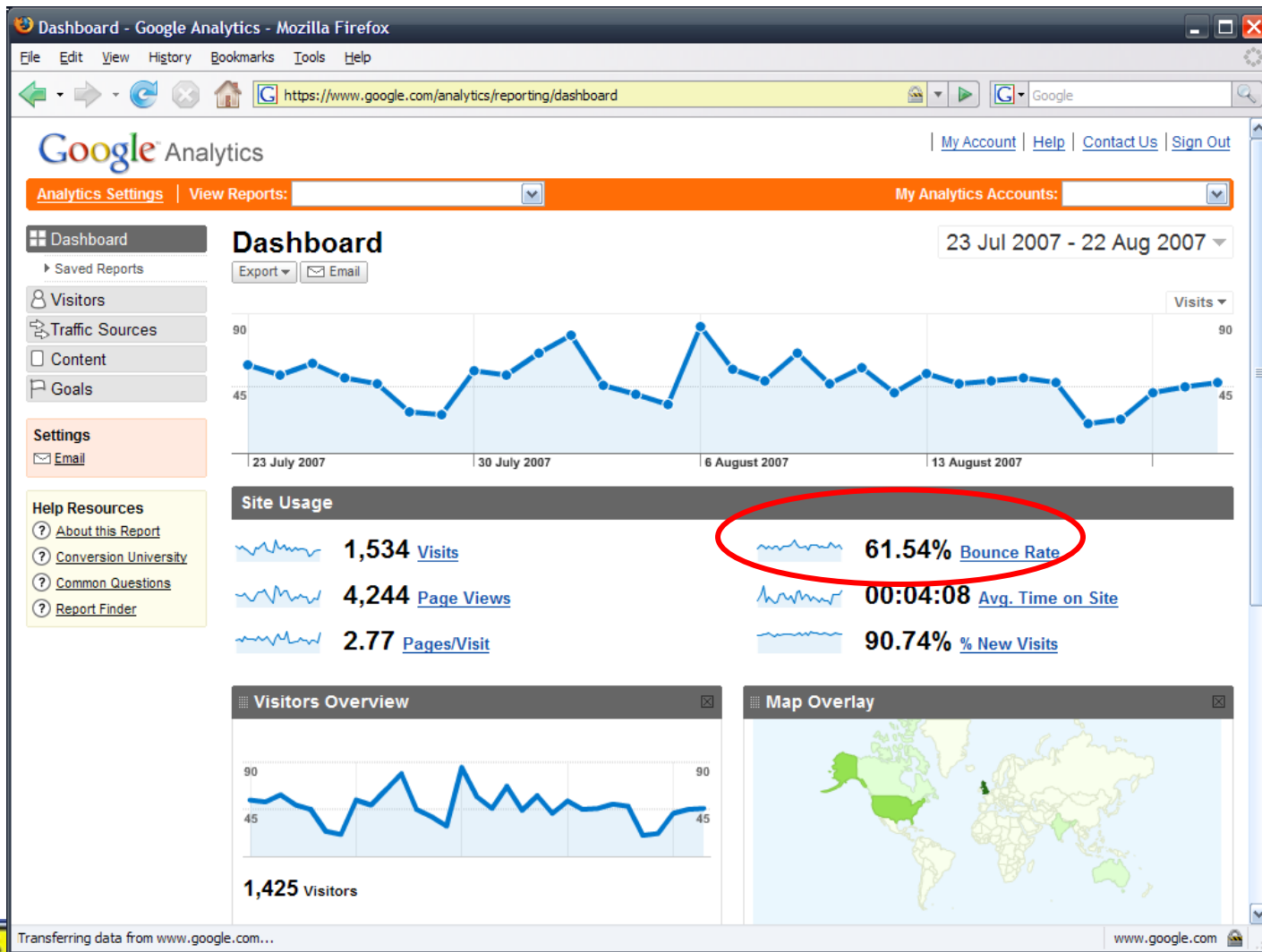
The performance of your website - targets

Offline advertising

Online advertising

Website
>50% browse

>2% register

>1% book online

<50% bounce (ie exit)
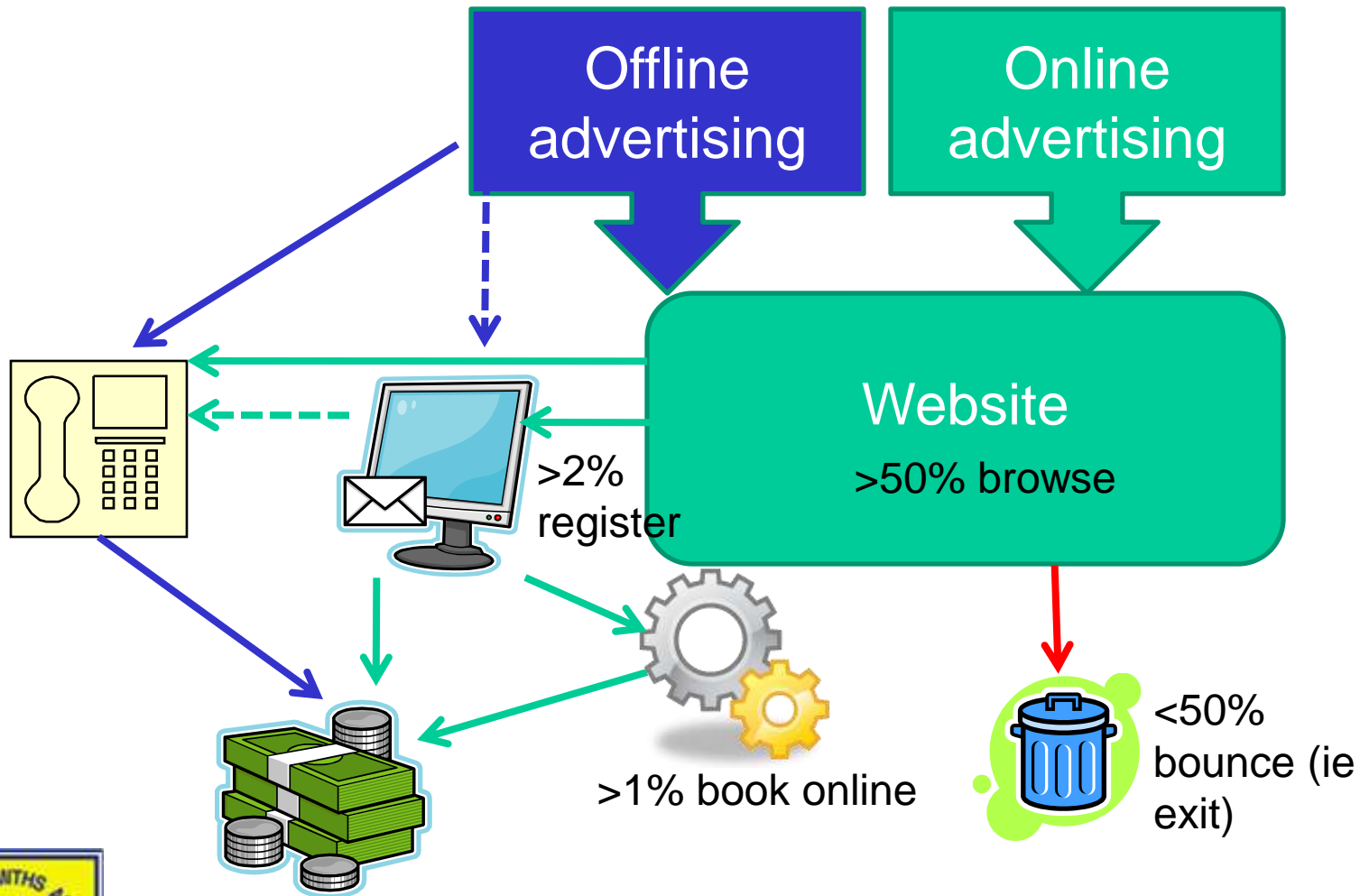
Do you need to invest in your website?

Offline advertising

Online advertising

No traffic due to poor search engine positions

Website

<1% call or email

Less than 50% browse

No online Enquiry/ Booking/Shop

>50% exit due to poor design or usability
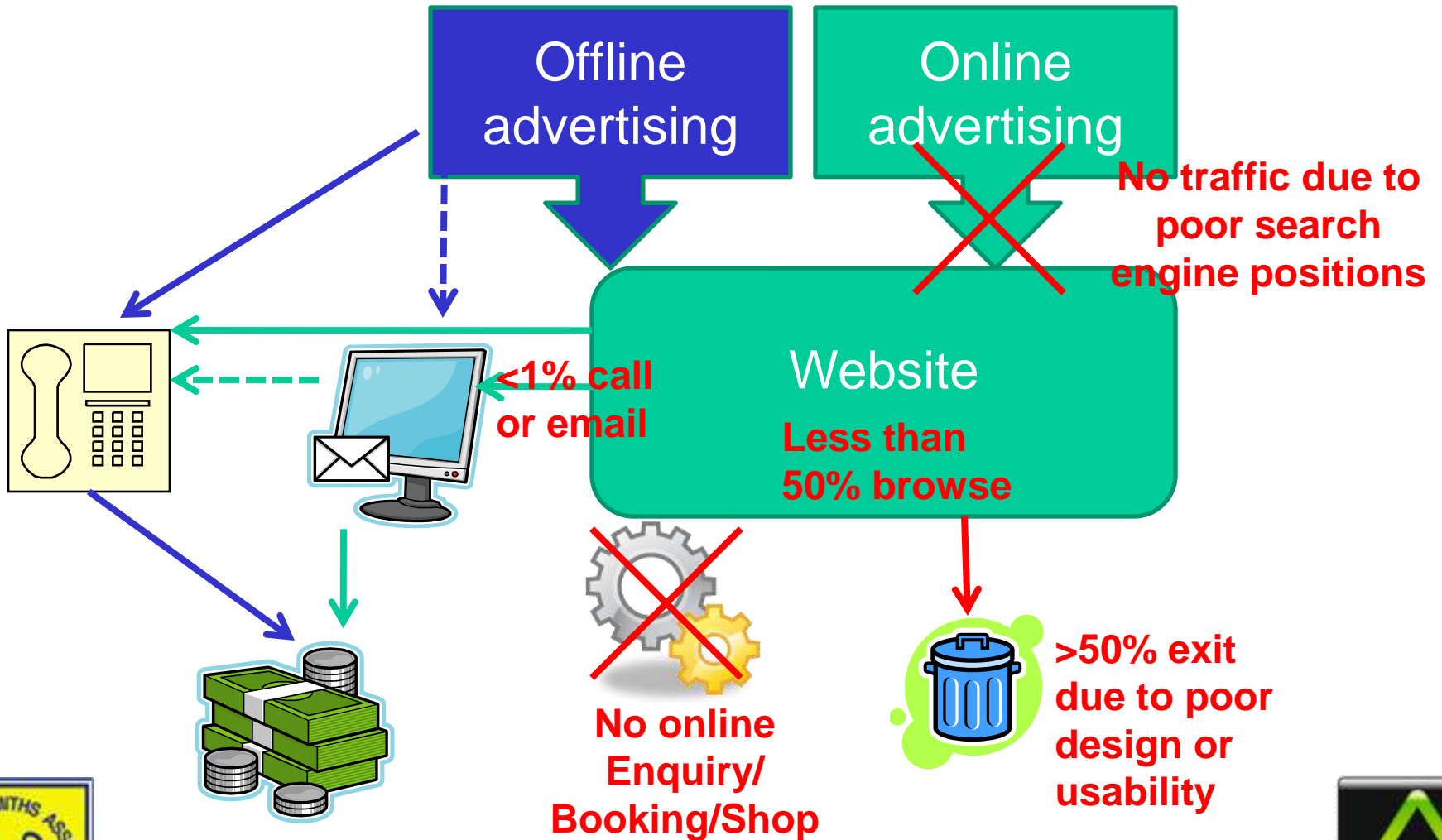
Reasons to develop a new site?

Poor visibility in the search engines

- The site is built in flash or frames and cannot be spidered by the search engines
- The site has other barriers to the search engine spiders, eg JavaScript navigation, complex web addresses (urls) from pages generated by a database, complex directory and page structure, password protected content, hosted outside of the UK etc
- The site does not have any optimised content or tags (ie they do not contain the keyphrases used by customers) and/or there are no suitable pages or space for the additional text

Design

- The site looks dated, images and branding looks tired and it is not attractive to users
- The site has poor "calls for action", so the site gets traffic but no registrations or sales enquiries
- The site has poor navigation and is difficult to use

Content

- If the content cannot be easily updated, or you have to go back to the web developer to change the text, incurring additional costs and delays

Functionality

- No online sales process (shopping cart) or poor enquiry process
- No or poor customer registration process – limiting the number of enquiries to the sales team
- No email functionality to send latest offers or deals to the customers

Design – first impressions count!

Design and Branding

- **In many circumstances your web site will be the first point of contact**

- **First Impressions Count! - Newcomers, and existing customers, will form an impression very quickly**

  - 3-5 seconds?
  - At a subconscious level

- **It has to communicate your brand values, eg What do you want your site to say about you?**

  - Target audience and positioning

  - Brand values

  - Corporate image

  - Relevance

  - Consistency

Ecommerce site aimed at parents and kids

Ecommerce site aimed at techies

Different Elements of the design

Branding

"Calls for action"

Search results from database

New-Homes-Direct.com
The new way to buy and sell property

Home
Residential Buyers
Investment Buyers
Service Directory
Finance
Guides & Information
Types of property

Investment property
Join our Investment Club for off plan and buy-to-let discounts of 10-20%

Residential property
Register now for exclusive discounts & deals on apartments & family homes

Latest Deals
Click here to see the latest property deals

Login
Password
Forgotten Password?
Submit

Off-Plan - 1, 2 and 3 bed apartments - Colne
Gross Price   £101,160-£202,320
Incentive   17% discount - ideal for bulk buyers!
Plots available   16
Location   Colne, Lancashire
Quaint Town in east Lancashire. Situated 25 miles to the west of Preston and 25 miles North of Manchester.
This small development, situated close to the centre of Colne, is ideally located for those wishing to live in a small country town, yet work in either of the busy local cities of Leeds, Manchester and Preston. Colne is a principal town in the district of Pendle, and is the last station on the Colne to Preston railway. Colne is located 2.5 miles north-east of Nelson (the administrative centre of Pendle), 6 miles north-east of Burnley, 25 miles east of Preston, 25 miles north of Manchester and 30 miles west of Leeds.

Click for more details

Postcode/Town/County
Lancashire
Property Type
Search All
Property Status
Search All
Price
Search All
Submit

Main navigation

Log-in

Search on every page

Zen Garden –
example of using cascading style sheets (CSS)

Cascading Style Sheets (CSS)

- **Enables different style elements to be controlled across the site:**
    - Typography
    - Backgrounds
    - Borders/margins
    - Structural elements, e.g. navigation

- **Benefits:**
    - More control over layout
    - Quicker loading pages
    - Quicker development & updates
    - Easier to support multiple platforms eg pda
    - Allows use of different font sizes and colours for accessibility
    - Better for search engines (page layout data stored in CSS not diluting page text)

www.csszengarden.com

Functionality – what the site can do for you and your customers

Choosing the content and functionality

Basic	Options	Add-on or 3rd party Functionality	Fully integrated (Dynamic)
•Home page •Who are we? •What do we do? •Where are we? •Vacancies •Useful links and information •Contact details	•Page for each product or service •Stock and prices •News or offers •Contact us by email or leave message •Subscribe (eg to newsletter) •Search facility •FAQ •Demos •Client list •Press pack •Terms & conditions •Download articles and pdf files •Site map	•Shopping cart •Room booking •Online quotes •News feeds •Register & login •Mortgage calculators •Archive of articles, newsletters etc •Recommend a friend •Banners and other adverts •Pop-up offers •Call back •Online help	•Database driven •Integrated with back office •Customer database • Product database •E-commerce •E-procurement •E-learning •Online recruitment •Calendar •Forums and chat rooms •Personalisation of content

Using your site as a sales tool – searching the customer database

Using your site as a sales tool – searching the customer database

Clicking into a customer profile

Clicking into a customer profile

New Homes Direct Questionnaire

What type of property are you looking for?	Investment/buy-to-let property
How soon do you want to buy?	Within the next 3 months
What is your level of interest at this time?	Very Interested

Please indicate where you would like to purchase (tick all that apply)

London	☑	West Midlands	☑
South East	☑	East Midlands	☑
South West	☑	North East	☑
Wales	☑	North West	☑
Scotland	☑	Overseas	☑

Please state any specific places where you would like to buy	south east
How many properties are you interested in buying?	6-10
What is your residential Status?	Home Owner
Length of time at your current address?	1 year
What is your age?	34-49
Do you currently have a residential mortgage?	Yes ● No ○
Do you currently have a buy to let mortgage?	Yes ● No ○
Do you currently have a draw down facility?	Yes ○ No ○
How many exisiting investment properties do you have?	Please Select
Are you looking for finance or a buy-to-let mortgage to fund your property?	Yes ● No ○
How do you intend to pay for your deposit and fees?	I am looking for a no-cash deal
What is your annual gross salary?	£50,000+
Would you been interested in going on a property workshop in your area?	Yes ○ No ○

Submit

Ability to create your own customer registration forms (with the corresponding database)

Ability to create your own customer registration forms (with the corresponding database)

Content – what your site says to your customers (and the search engines)

Content – Factors to consider

- Relevance to target audience

- Structure

- Language

- Tone

- Update frequency

- Self-managed content (can sometimes be search engine unfriendly)

- Members area

- Calls to Action

Content Management System

Edit the page content

See changes on the live site

Menu Manager

Try it for yourself - www.anicca-web.com our demo site

Summary

- **Review your own site:**

  - Use of Analytics to measure performance

  - Design

  - Functionality

  - Content

  - Effect on search engine optimisation

Want more information?

Free Online Marketing Courses
via www.ebusinessclub.biz

Ann Stanley

ann@anicca-solutions.com

07930 384443