

# Make Search Engines work for your Website eNote 10

*Search engines can assist you in gaining new business.*

Internet search engines are often the first port of call when someone is looking for information. There are certain steps you can take to ensure your website is well represented on these search engines and can be easily found by potential customers.

## Registering with Search Engines

- Consider whether you want to register on Australian or international search engines — or both.
- Consider community and industry web directories, industry association sites, web portals and the Yellow Pages as potentially more useful search tools for customers looking for your type of business.

### Handy Hint

*Before registering a website with a search engine, prepare some keywords which people might use to search for your business, and a short, enticing description of your website. Be specific and accurate in your description.*

- Ask a website developer about registering your website address and details with multiple search engines. They will do it for you for a fee. Some search engine registrations are free, some charge annual fees, and some take longer than others to upload your details.

## Tips on ...Using Words to Increase Visitors

- Words enable you to influence how your website is indexed.
- Meta tags are lists of words in your website. Search engines sometimes use them to index your website more relevantly.
- Ask your website developer about using meta tags.

- Some search engines simply refer to the first paragraph of your website. Ensure your opening paragraph succinctly describes your company, what it does, its products and services.

## Tracking Visitors to Your Website

How did visitors find your website and use it? Simple — Ask website visitors how they found your website and ask regular customers whether they know of or have seen your website and how they found it.

Sophisticated — Website activity reports might also be provided as a service by your website host. These reports offer more insight into who is reaching your web pages and how. They allow you to fine-tune your website for better performance and usefulness. A popular web traffic report supplier is [www.webtrends.com](http://www.webtrends.com)

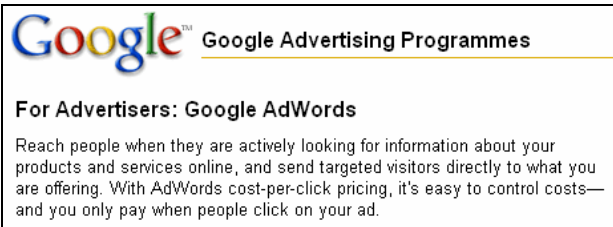


The advertisement for WebTrends features the logo 'WebTrends' in orange and black, with the tagline 'RELENTLESS ABOUT RESULTS' below it. To the right, the text reads 'Real-time. Built for marketing. WebTrends 7 On Demand'. Below this, a smaller text block states: 'With WebTrends 7 On Demand, thousands of companies are realizing the power of WebTrends 7, with the ease and speed of a hosted service.' At the bottom right, there are three orange buttons with white text: 'LEARN', 'TOUR', and a right-pointing arrow.

## Paid “Cost-per-click” search engine advertising

This method of advertising reaches people when they are actively searching online for information. You can buy keywords on search engines that reflect your products and services. When someone searches for something you offer, a relevant text ad will appear in the ‘sponsored matches’ area of the search results. Qualified visitors that click on your ad are sent directly to your offering. The “cost-per-click” pricing means you only pay when people click on your ad.

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**Google™ Google Advertising Programmes**

**For Advertisers: Google AdWords**

Reach people when they are actively looking for information about your products and services online, and send targeted visitors directly to what you are offering. With AdWords cost-per-click pricing, it's easy to control costs—and you only pay when people click on your ad.

You can also join advertising programs which feature text ads on a range of websites. Your ads are served on a contextual, per click basis.



**(sensis)®**

**Sensis is a leading Australian advertising and search company**

We deliver innovative and integrated search solutions via print, online, voice and wireless channels to connect Australians 24 hours a day, seven days a week.

Our powerful, multi-channel portfolio provides an unparalleled local information source incorporating: the White Pages® and Yellow Pages® directories; the CitySearch® lifestyle site; the Whereis® location and navigation database; and The Trading Post

Well known search engines that offer advertising include Google, Overture and Australian company Sensis.

## Paid Search Engine Placement Programs

- Favoured by large organisations wishing to be the high-ranking results of a returned search.
- Guarantee that web pages will rank highly for particular keywords and phrases.
- These are expensive and charges are often ongoing.

## Banner Advertising

Banner ads are paid ads placed on other websites. Exercise caution with banner advertising. They can be very ineffective in attracting business to your website. Less than 0.1 per cent of web surfers click on any one banner ad. Banners on major search engines are very expensive, but explore options for banners and links on other websites (e.g. the sites of industry associations, local web portals, customers and suppliers).

If you do decide to use banners, make sure your banner appears on websites that will be visited by your potential customers.

## Other Promotion Through Search Engines

List with general and specialised directories which focus on your industry or product types, or which will be used by your potential customers.

## Where to Get More Information

- Refer to *eNote 2: Finding Information on the Web*.
- Search the web using search engines!
- Contact the nearest Victorian Business Centre.
- Ask your website developer or contact the Victorian Small Business Counselling Service for more information on telephone 13 22 15 or visit [www.sbcs.org.au](http://www.sbcs.org.au)
- Contact your local industry associations or community groups to find out about local web portals and industry- or location-specific search engines.
- Ask around — suppliers, customers, view competitor websites and look for the links that they use.

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