

NETBRIEF: Search Engine Optimization
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From someone who spends a lot of time online, I find most sites difficult to find. Unless it's a Fortune 500 company, too many sites are way down on the search page. Bringing up the location to within the top ten is known as Search Engine Optimization (SEO).

A good web designer will know how to make this happen, since sites friendly to search engine algorithms can be "optimized" with changes to HTML source coding, presentation, or structure. An ineffective site will have structural problems that prevent indexing programs from being able to fully spider site content. A whole new marketing specialty now comes in the form of SEO consulting -- not surprising since a 2007 AD:TECH survey reports marketers are seeing increasingly good results from SEO -- in this survey reported as 57% in 2007, up from 33% in 2005.

In layman's language, three sure ways to get better results from your web site is to register a distinctive name, write professional copy, and add unique content. Search engine algorithms may change. But if your web site is all about quality and value, search engines tend to list you on the merits.

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