

Success InSite

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Welcome!

Welcome to the first issue of Success InSite, a monthly newsletter from your website services provider, Brain Coral Design, LLC!

Each month we'll bring you information and news we hope will be useful to you in your business and help you get the most out of your internet storefront – your website!

We welcome your feedback on our publication. Please let us know if you find something particularly

useful to you. Ask questions and suggest subjects for future newsletters too! We want to hear from you!

Recommend us to someone who becomes a client, and both of you will receive a discount on your services!

Thank you for taking the time to look over our first issue!



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Steps to Higher Search Rankings

Search engine rankings depend on a number of factors. Not all can be known, since Google and other search engine providers are very secretive with their algorithms. There are some things that can be improved on most every website that can help raise its ranking, a process known as Search Engine Optimization (SEO). We'll look at three key areas here: keyword optimization, increasing a site's credibility, and conversion rate factors.

Keywords - Keywords are words or phrases that best describe what your site is about. They describe your products and services. Keywords are imbedded in your text content, and internal areas not visible to the customer. Search engines look at all areas where keywords can appear. Each page of your site should target at least two keywords, a primary and secondary description of what that page is about. Keywords should not be overused on a page, but have high relevance to the page content. Google does penalize a site that appears to be "keyword stuffing". (Cont. on pg. 2)

Did You Know?

- Google can delay the rankings of a new site for a few months? When Google decides to "trust" the website, the process is called "getting out of the sandbox."

Steps to Higher Search Rankings (cont.)

In addition to keywords in your text content, you can tell search engines what you want to rank for by using descriptive anchor text in internal links. For instance, instead of "click here," use "digital cameras," and instead of "home page," use "cameras".

Pictures on your page can also indicate to search engines what that page is about, via "alt tags" associated with the picture. Alt tags should contain descriptive text for that picture, which should also contain keyword(s) for that page. If you roll your cursor over a picture on a web page, and you see some text pop up, that picture has an alt tag!



Site Credibility - Site credibility comes from many factors. A professional look and feel, well-structured content and easy navigation, and a clear unique selling position all contribute to a website's perceived credibility. People are persuaded by messages from credible sources! When reviewing your own site, check it against these credibility factors:

- Brand - do you have a unique, recognizable brand? This includes a professional logo, and a good slogan or tag line. A good tag line tells visitors in one concise phrase or sentence why they should pick you.
- Professional Design - Is your site visually appealing? A bad or boring design can turn off potential customers, even if your offering is a great one.
- Load time - does your site take too long to load? Most people will move on to the next site in a search list!
- Mistakes in your content - Misspellings, page errors, broken links all reduce the perception of quality.
- Navigation - Can your visitors find what they are looking for? They should be able to get what they need in a few clicks, no matter where they land in your site.

*"SEO is a noun,
verb, and
adjective."*

Conversion Rate Factors - Conversion rate factors are those things that get visitors to become your customers! Some of those factors we discussed above as credibility factors. In addition, things like content positioning, sales copy, and image quality are all important considerations.

Content positioning refers to placing your most important content "above the fold", or in the portion of your page that is visible to visitors immediately. Most users won't scroll down very far to get what they are looking for. Long pages that require more than one or two scrolls should never be in your site!

Sales copy that is persuasive, and solves the customers' problem can double and triple conversion rates. The copy should also deftly employ your keywords. Investment in professional copywriter services can be key to your conversion rate.

Image quality is a must for sites that sell physical products. Service providers can use pictures of service actions or results, adding the "human touch" to their offering. High quality, fast loading images are the only kind to have on your site. Making the image clickable to see a larger, higher resolution version is also good, especially for product offerings.

Makeover Your Site For 2010

Is your site looking a bit "dated"? If your site looks dated, or has outdated content, visitors will assume your business is stagnant, not vibrant and growing. You should consider a Site Makeover for 2010! Brain Coral Design can help you remake and relaunch your internet storefront, and get business moving forward for you in 2010. Call today!

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