Mastering Website Optimization For Small Businesses

Simple Steps to Improve Your Website
Today’s Topics:

• Best Practices For Websites
• Mobile Accessibility
• Search Engine Optimization (SEO) Basics
Best Practices For Websites

Navigation
Simple
Mouse Over effect
Down States
Menu Sequence
Be Cautious of Drop Down Menus
By All Means Avoid Flash Navigation
If You Must Split, Make It Logical
Page Bottom Text Links
Site Map?
• Mouse Over / Downstate

• Menu Sequence (Products/Services 1st)
Best Practices For Websites

Page Content
Home Page – Short & Sweet Introduction
Content Above The Fold
Contact Us – Days/Hours – HTML Form
Map if you have a Brick & Mortar
Stories (Success, Unusual-Unique, Creative)
About Us – Compelling & Positive – Team’s Applicable:
   Education, Experience, Certifications – make it personal – maybe even an employee quote
Product Search Capability
Include ‘Call-To-Action’ Statements (CTA)
Typically Grade 8 Reading Level
All Too Often Mistake Is Total Inward Focus:

- The core of our business / We will also
- Wortman Controls is / NFPA 70E is
- We offer a / We have 30
- We are trained / We apply these
- Announcing the Alert+ / Cellular message systems
- The Alert+ provides / Consider the Alert+
- The Alert+ / We offer complete

Be Focused On Satisfying a Customer ‘Need’
Yes – you have the ‘answer’ – but to what!
Best Practices For Websites

Design
Appropriate to Visitor (Purpose & Quantity)
Design Should Not Be A Distraction
Avoid Light Font On Dark Background
Use A Sans Serif Typeface
Be Cautious of Automatic Video or Sound Consistent!
Phone Number In Header or Footer!
Flash Animation - Careful
Printable Pages
Favicon
Best Practices For Websites

Image Use
Enhances Content
Appropriately Sized (Scaled)
PageSpeed (*SEO*)
Consistent Simple Borders
Consistent Placements
Small Font Description below images (*SEO*)
Image Alt & Title Attributes (*SEO*)
Mobile Accessibility

Like it or not, mobile is more than here to stay. Some predict 4 years to eclipse Desktop! A traditional Desktop Website just won’t do. No longer an ‘Option’ – especially for a Brick & Mortar business.
Three Solutions

- RWD – Responsive Web Design
- Mobile First
- Simple Placeholder

Which one is right for you?
Desktop Website:
Clean & Simple:
Another Clean & Simple Mobile:
Straight Forward:

Welcome to Sharon, Pennsylvania!
Sharon, PA is a great place to spend the day, a weekend or the rest of your life.
Another Desktop:  
This won’t do!
Mobile Design: Responsive Web Design
Mobile Design: Mobile First
Mobile Design: Place Holder

Typically a single Page (or few)
- Simple
- Single Picture
- Contact Info
- Call-To-Action!
Quite Simply...

You need the right message, at the right time, in the right format no matter the device a visitor is using.
Search Engine Optimization

Basic Elements Simply Explained
Search Engine Optimization

For the far majority of websites to achieve better visibility in Search Engine Result Pages (SERP), implementing the basics is the key to success.

We will approach SEO today with 3 topic areas:
» Keyword Research
» Effective Keyword Use
» Link Building
• **Keyword Research**

• The Foundation of a SEO campaign is accurate Keyword Research!

• Identify Keywords that match your products & services

• Speak the Visitor’s language

• Select multiple-word phrases

• Use simple terms – no internal vocabulary, PC, industry jargon, fancy names, etc.
• **Keyword Research** continued

• Many tools available – many @ no cost

• Google’s AdWords Keyword Tool (reqs signon)  
  adwords.google.com/select/KeywordToolExternal

• Keyword Discovery by Trellian (limited but good)  
  keyworddiscovery.com/search.html

• Some others:  
  Google Autocomplete & Related Searches  
  Nice Definition-glossary:  http://metaglossary.com
• **Keyword Research continued**

• People always ask about the numbers
  - My response is always the same

• Don’t get caught up in what they mean

• Instead use them as a ranking system only

• Specify unique keywords per page
• Keyword Research  *continued*

• Reverse Engineer your competitors
• Examine Title Tags, Keyword Tags, & Content
• BUT – *verify* for quality search numbers
• Once again many tools available:
• Keyword Research \textit{continued}

• Geo-Targeting

• If location is important to your visitor it is VITAL to your website

• Select appropriate Geographic phrases

• Think like a searcher – \textit{no one spells out} \textit{Pennsylvania}
• Navigation Links

• Best are keyword-rich text-based
  Can make it look like a button by using a background image

• Only the first link encountered to a page counts

• If image based add keyword-rich Alt attributes

• #4
• Page Title Tags - #3

• Great first place to begin using Keywords
• Strong element in rankings (#3)
• Some development tools hinder creation
• Every page MUST have a unique Title tag
• View your Title tags in Google with:
  site:www.yourdomain.com
• Page Title Tags  continued

• Most important use is in SERPs

• Strong Persuade of Click-Through

• Also visible in top of browsers or tab, when page printed, and default bookmark/favorite entry
• Page Title Tags  continued

• No more than 55-60 characters ~512 pixels
• Best practices are product/service first followed by company name
• Target keywords highly relevant to the page
• This is a summary of the page content
• Be compelling
• Length check tool:
  http://www.seomofo.com/snippet-optimizer.html
• **Page Title Tags** *continued*

Searched for: **396 stroker**

• **Good example:**

**396 SBC Stroker** - Base Engine | BluePrint Engines

• **Not so good:**

Blueprint Engines Small Block **Chevy 396ci Stroker**/485HP ...
• Content – *Factor #2*

• Emphasize keywords in your content
• Above Fold! - *and at the bottom*
• But above all else focus your content on **Visitors**
• Keep Keywords in sequence
• Strive to meet the need someone has come to your website with
• **Content continued**

• No magic number but 150+ good
• Think about a newspaper article
• Incorporate Headings & Sub-Headings
  `<H1>` thru `<H6>` tagged text
• *Read it out loud*
• Ask someone ‘outside’ to read it
• Be compelling & include a clear CTA
• **Content continued**

• Do not repeat keywords so often it appears ‘sickening sweet’ to your visitor

• Remember a page is read at most once and typically is simply scanned by a visitor

• Worth repeating – focus on the problem, question, need someone has that brought them to your website. *Don’t go overboard on how great you are.*
• Images

• Use Keywords in image:
  – File Names   Example:
    Time_Machine_Small.jpg  not  TMSmall.jpg
  – Alt & Title Attributes
• Images *continued*

• Small visible description below images:

*Easy Keyword repetition*

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*Small Block Chevy - 396 Stroker*
• Link Profile - #1

• #1 Factor is SEO Rankings
• But – *not silver bullet*
• Quality is good but the best benefit comes from quality, authoritative, relevant inbound links
• Absolutely the hardest thing to do in SEO
• **Links continued**

• Great way to locate new links is to reverse engineering a competitor.

• In Google search box enter:
  
  `www.xyz.com –site:www.xyz.com`

• Nice simple tool – use ‘Link Analysis Report’
  
  `www.seotoolset.com/tools/free_tools.html`

• Another tool:
  
  `www.monitorbacklinks.com/seo-tools/free-backlink-checker`
• **Links continued**

• Try to locate Directories or Industry focused websites based on your Keywords. Search for things like:
  “submit a website” “keywords”
  “suggest a website” “keywords”
  “add a link” “keywords”

• Often low value links but remember someone may follow this link to YOU!
• **Links** *Outbound*

• Only link to relevant websites
• Consider adding the ‘rel=nofollow’ attribute
• Be VERY cautious of outbound links on your Home page and your most important keyword focused pages
• Remember – you are voting for them thus hurting yourself
• Conclusion

• If you would like a copy of today’s presentation along with additional resources, go to: PennTAP.psu.edu
  From the ‘Services’ menu select ‘Advanced IT’
  In the ‘Presentation Resources’ area you will find: Website Presentation, July 29, 2015, Cross Creek

Along with SEO assistance, the PennTAP Advanced IT team can provide you a comprehensive Website Assessment and other broadband-related assistance
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