

Online Marketing Ideas

Search Terms

Still are very important in helping to determine when your site appears on the search engines. Search terms are found within the site content and META tags.

Determining Your Search Terms

- People will search using 2 to 4 words
- Use terms that potential clients are using, not always what you would use
- What are people are asking for. Chances are they search for the same things.
- If your business is regional, use location as search terms.
- Customize search terms for individual pages of your site.

What are META Tags?

These tags are found in the code of your website.

- Title Tag appears in 1) upper left hand corner of your browser 2) as the link on search engines. Should be 55 characters or less and include your most important search terms.
- Description Tag appears on search engines below the title. Include search terms, call to action and be less than 160 characters.
- ALT Tags – these are associated with images and gives you another place to add search terms to your site. Should be less than 100 characters.

Search Engines, Local Listings, Review Sites

Your site should be submitted to search engines about every 6 weeks. You should also ensure your listings on local and review sites are claimed and complete.

Social Media Pages

These pages have a major effect on the ranking of your website. At least 25% of your posts should include a link back to your website. Use the social media pages that your potential clients are using. Don't feel you need to have a page on all of them.

Press Releases / Articles – Just as you would submit to your local newspapers, you should be submitting to on-line sources.

Email Marketing – Emails that have good content and specials can be a powerful marketing tool. Sending once a month or once a quarter works well.

Pay-per-Click Ads – These ads run on Google and Bing and can be very effective, when done right. Most people try to use too many search terms, which end up costing a lot of money.

Remarketing Program – Google offers one that is easy to set up. When someone visits your website a Cookie is added to their browser, which triggers your ad to appear on other websites for 30 to 60 days.