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Flood Traffic to Your Website with Search Engine Optimization

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Contributing Editor

Did you know that Google (www.google.com) delivers 70% of web traffic to most websites?

As a business, you must invest time and energy in making sure your website is friendly to search engines, especially Google. This is the central idea behind what is commonly called SEO, or Search Engine Optimization.

The friendlier your site is to Google, Yahoo, AOL and MSN, the higher you will rank in web searches, and the more traffic you will receive as a result.

Let's discuss a few key strategies that will help you steadily increase the amount of traffic you get to your site.

Update your site content regularly.

The more frequently you update your site the more often Google will visit and evaluate your website for their search rankings. If you rarely update your site Google will check back every so often just to see if anything has changed. If you start adding new content every week or every day Google will come back every day or even several times a day. Google assigns a higher value to "fresh" content, so if your website contains new information it will be valued as more relevant and will appear higher in search rankings. A good idea for keeping the content on your site updated is to have a regular message or news section for your customers on the front page. You could also start a section of the site where you announce recent events, information and achievements in article form.

Create valuable content.

The web-based encyclopedia, Wikipedia, is one of the most popular sites on the Internet for one simple reason: it's extremely useful. There you can find information on a countless variety of subjects presented in great detail to information-hungry visitors. Take their example to heart. If you create timely

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and valuable information on your site, your traffic will grow. Share some of what you know and what makes you the expert. If you make widgets, take some time to explain the widget making process. If you sell widgets, explain what makes widgets so important. Educate your audience and prospects. This creates value for the visitor and establishes your credibility as an expert. It also results in greater traffic from search engines such as Google since dense passages of textual information are considered more relevant and thus rank higher in search results than shorter sentences and paragraphs. Create value for your audience and they will keep coming back.

Stay around, stay busy and stay professional.

One of the best things you can do to stay attractive to the major search engines is to treat your website like the centerpiece of your business. Make sure your information is well-organized, well-written, reputable and up to date. Link to valuable information and resources. Turn your website into a place people will want to visit through creating valuable content. As you grow and add more content your site will score higher in search rankings since each page and paragraph presents just that much more information for someone to find. Even keeping your website running and maintained will result in higher rankings as most search engines assign greater relevance to established websites that have been around for a while.

Companies like Google are in the business of providing the information people are looking for through their search results. If these companies cannot provide relevant search results people will move on. The lesson is that if you can make your site work well with Google and the other major search engines, you will be rewarded with steady, high quality traffic.

Christopher Sivori is chief Web Designer for JSJ Productions, Inc. and Marketing Strategist for Duet Design (www.duetdesign.com). Problems, questions, or comments? Email Chris at: csivori@duetdesign.com.

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