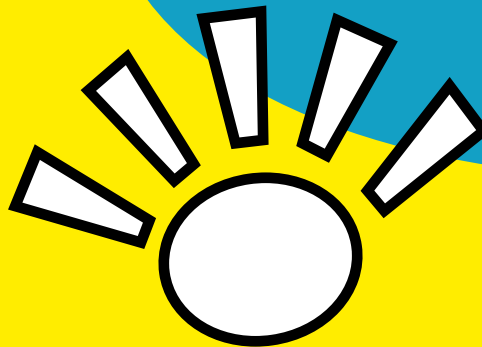


Search Engine Optimization
is a mystery no longer.

Search FOR DUMMYS

*Search Engine
Optimization!*

How do I get people to
visit my website?



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Search Engine Optimization: Top Priority Marketing for Business-to-Business

As business-to-business marketers implement next-generation websites that feature enhanced functions, many companies have not yet taken advantage of even the most basic Search Engine Optimization (SEO) techniques. In most industries, SEO can be critical to achieving improved search results for websites—thereby increasing website traffic, and quite possibly sales and market share.

SEO relates to website programming, design and development as a foundation to increase or optimize search engine results that include your industry's keywords. As more and more business is conducted through the internet, how can business-to-business marketers leverage this important medium? An SEO foundation should include such optimization techniques as:

- Meta-tag coding
- Alt-tag coding
- Title-tag coding
- URL structure
- Site Maps and Text Links
- Link building
- Keyword content or “landing” pages

Though invisible to the user, meta-tag coding uses html coding for keywords and descriptions of the page's contents, thus enabling the search engine to correctly index the web page's contents. Meta-tag coding is possibly the most fundamental SEO technique, yet critical to most search results.

Alt-tags are the file names, image captions or descriptions for images contained on your website. These are useful when search engines index or “spider” your website. The engines automatically turn off images and read only text. However, the engine does read image file names. Therefore, instead of image filenames such as “DCP0003.jpg,” images should be re-named “KEYWORD.jpg,” to increase search results. Title-tags are the descriptive words at the top of the browser window that, more often than not, only list the company name or website address. Like meta-tags and alt-tags, title-tags should be simple and keyword heavy.

Perhaps the most neglected SEO task is URL structure. When linking to website sub-pages that are often served via databases, the URL that appears on the “http” line often includes obscure database code with multiple backslashes. To eliminate this search engine hurdle, ideal URL structures use the base domain name, along with simple keywords or keyword phrases in place of this coding, and eliminate excessive backslashes.

Another SEO best practice are Site Maps. Typically a secondary navigation text link placed in the footer of the web page, and linking to a sub-page with a simple outline of website content and sub-links. In the same location, redundant text navigation links for all primary navigation should be placed. Site Maps and Text Links allow search engines to index all of your website contents and sub-links to determine search rankings.

Because many search engines rank websites based on how many hits a link receives, link directories and related industry links increase search rankings. Dedicating a sub-page or pages to industry links and establishing reciprocating links to websites for industry publications, associations, trade shows and related information websites will improve search rankings, and drive traffic to your website.

FUSION b2b is a full-service, strategic marketing and creative communications agency focused on business-to-business markets. Clients include USG Sheetrock, Panasonic, AMCOR packaging, OMRON electronics, Woodworking Machinery Industry Association (WMIA), ITW, Tyco Electronics, and others. For more information or press kit, contact Heather Hawes.

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Before posting your company's enhanced website on the worldwide web, be sure your website content includes keywords that correspond to the meta-tags for those pages, or even dedicated landing pages or sub-pages for your site's top keywords. As referenced previously, these pages should use keywords in URLs, title-tags and meta-tags to ensure the best search results.

With a Search Engine Optimized website, your company can undertake Pay-Per-Click media buys or Directory Submissions (another media buy). Without an optimized site, both of these media programs would be futile in increasing search results and traffic. Implementing these functions with an optimized site will achieve substantial increases in both rankings and site traffic.