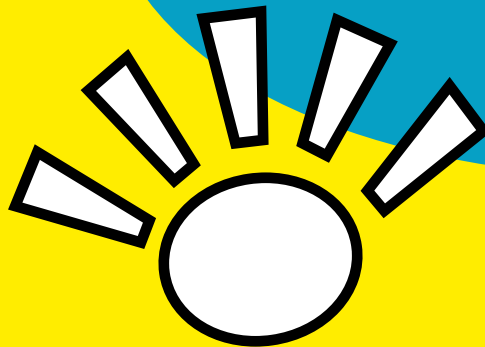


Search Engine Optimization  
is a mystery no longer.

# Search FOR DUMMYS

*Search Engine  
Optimization!*

How do I get people to  
visit my website?



**fusion**<sup>sun</sup>b2b

# 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-tags
- URL structure
- Site Index
- 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 is the Site Index. While many websites have a site map to visually display content to users, a site index is required by most search engines. Typically placed in the footer as a text link, the site index is used in combination with an XML site map by Google and Yahoo to index pages.

One of the most effective search optimization features for improving search results is the use of link directories, industry links or resource pages. Dedicating a page to relevant 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. Try to identify and link to high-traffic sites.

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.

*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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