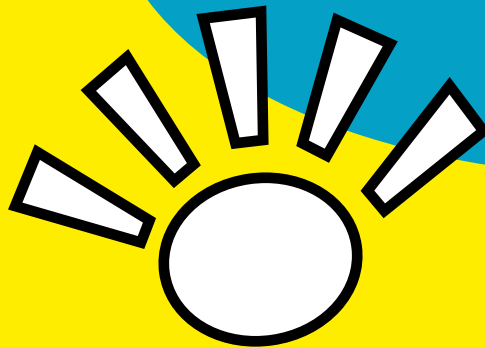


Search Engine Optimization
is a mystery no longer.

Search FOR DUMMYS

*Search Engine
Optimization!*

How do I get people to
visit my website?



fusion^{sun icon} b2b

Search Engine Optimization: Top Priority Marketing for B2B Marketers

As Business-to-Business (B2B) 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.

Developing your website, or retrofitting an existing website with proper SEO techniques and methods is critical to achieving improved **organic or natural** search engine results, thereby increasing website traffic, and quite possibly sales and market share.

SEO relates to website programming, design and development to increase or optimize search engine results for relevant keywords. Some of the techniques and features that support search engine optimization include:

- Meta-tag coding
- Alt-tag coding
- URL structure
- URL redirects
- Site Maps and Text Links
- Link building, Reciprocal Links and Inter-Linking
- Keyword content or “landing” pages
- Blogs and Social Media

Invisible to the user, Meta tags are HTML (or XHTML) coding for descriptions of a webpage’s contents, thus enabling the search engine to correctly index the web page’s contents. Meta tag coding is the most fundamental SEO technique, yet critical to most search results. Meta tag coding includes Meta descriptions, Header tags and Alt or image tags. In the past, Meta keywords were used, but are now less important.

Each webpage should have a keyword-rich (also relevant and specific to the page) **Meta description**, approximately 150 characters in length including spaces.

Header tags are brief headlines that should be coded at the top or header position of each page. **Alt tags** are the file names, image titles or descriptions for images contained on your website. These are useful when search engines index or “spider” your website since the engines automatically turn off images and read only text, including file names. Therefore, instead of image filenames such as “DCP0003.jpg,” images should be re-named “KEYWORD.jpg,” to increase search results.

Page titles or Title tags, although not technically meta, work with Meta Descriptions, and are typically displayed in the Search Engine Results Pages (SERPs) as the title, along with the meta description. 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. Title tags should be simple and keyword-rich, and approximately 70 characters in length including spaces.

Another important SEO determinant is **URL or domain structure**—specifically, keyword-rich sub-domains. When linking to website sub-pages that are often served dynamically via databases, the URL that appears on the “http” line often includes obscure database code with multiple back slashes or symbols. 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.

An often neglected SEO technique is setting-up a URL redirect, or more specifically, a **301 permanent redirect** for your website. Search engines will index both the *www.domainname.com* and *domainname.com* versions of your website. This scenario creates what is known as *duplicate content*, thus diluting the search authority of both.

Also called a canonical redirect, the 301 permanent redirect is vital to proper search engine optimization and improved rankings. A simple way to test whether your website has a 301 redirect in place is to type and “*yourdomain.com*” into your browser address bar then hit “Enter”. If the URL does not automatically change to “*www.domainname.com*”, then the 301 redirect is NOT in place to resolve canonical issues and, therefore, is not optimized for the search engines. The redirect must be done at the hosting server level, and can often be completed via hosting tech support requests.

Site Maps are yet another SEO best practice. 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. This is often called a Site Index. 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. XML Site Maps should be submitted to key search engines including Google, Yahoo and Bing.

Link-building, Reciprocal Links and **Inter-Linking** are key aspects of search engine optimization. Why? Because most search engines rank websites based on how many links there are to that site. The practice of dedicating a website sub-page or pages to industry links, and/or requesting reciprocal links supports link-building. Link sources include paid and free directories like [Yahoo](#) and [DMOZ](#). Industry blogs, publications, associations, trade shows are also great sources. Bookmarks to your website or pages are a source of links. Place Share and Bookmark widgets on your website, and bookmark your website sub-pages with popular Bookmark sites like [Digg](#), [Delicious](#) and [StumbleUpon](#). Finally, Inter-Linking are text hyperlinks to other pages on your website.

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, Alt tags and meta code to ensure the best search results.

Now more than ever, Blogs and Social Media are major determinants of Search Engine Results. Best practice search optimization requires that your website link to your blog and social profiles. Ideally the blog is a primary navigation link, and a sub-domain of the site (ex. [www.sitename.com/blog](#)). Two of the most important determinants of website search authority are indexed pages and links to your website. Blogs support both with each blog post indexed as a new page, along with blog roll reciprocal links. More on this in the blogging chapter.

Placing social icons with hyperlinks to key social media profiles including Facebook, Twitter, YouTube and LinkedIn, along with Share or Bookmark icons is also important to building search authority. Counter tools like the Tweetmeme Retweet tool, Facebook Like button, and Google+ also support social sharing, and ultimately search authority.

Below is a sample (FUSION b2b) homepage with numbered SEO features.



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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1. Keyword-rich page title, or Title Tag
2. Keyword-rich URL or domain structure
3. Website navigation based on keyword analysis
4. Social sharing including hyperlinks to Facebook, Twitter, YouTube, LinkedIn, bookmarking and related
5. Keyword density of page content
6. Interlinking of text to other pages
7. Image Alt Tags
8. Not shown, proper meta-coding, site maps, URL redirects

With a Search Engine Optimized website, organic or natural search results will flourish. There are several options for measuring search authority and search engine optimization (SEO). We prefer and recommend [Google Analytics](#), but this does require installation of Google Analytics tracking code. Certainly test keywords with search engines to measure your search engine results page (SERP) placements. A free and robust tool is [Hubspot's Website Grader](#).