

Promoting your website



Using *internet search*
to bring clients to your website

Agenda

- The evolution of on-line sales
- Web site audiences
- Clients & Keywords
- Rank to sell
- Pitch with a SERP

The evolution of on-line sales

FACTS:

- Purchase decision research has moved **online**
- **Google** has **95%+** of all Australian searches
- We are becoming **skilled searchers**

YOUR CHALLENGE:

- Get in front of potential clients - online



Web site audiences

FACTS:

Websites have **two audiences**:

- Search engine 'spiders'
- Humans (prospective clients)



YOUR CHALLENGE:

- Entice & accommodate **both** audiences!

Identify clients through *keywords*

Identify sales prospects by their searches
i.e. your *keywords*



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Left handed widget

Google Search

I'm Feeling Lucky

Search: the web pages from Australia

Rank for *your* keywords

FACTS:

Ranking = keyword match + Google PageRank™



Search results

- **Keywords** relate to *text* in your site
- Gain **PageRank** through *inbound links*
- PageRank exposes more keywords

Measure PageRank with the Google Toolbar



Pitch your business via SERP

Search Engine Result Page



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SERP - Your *most critical* sales copy on the internet

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Online sales overview



- **Identify** optimal keywords
 - **Align** website keywords with client searches
 - **Get** inbound links to build PageRank
 - **Make** your SERP a sales proposition

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