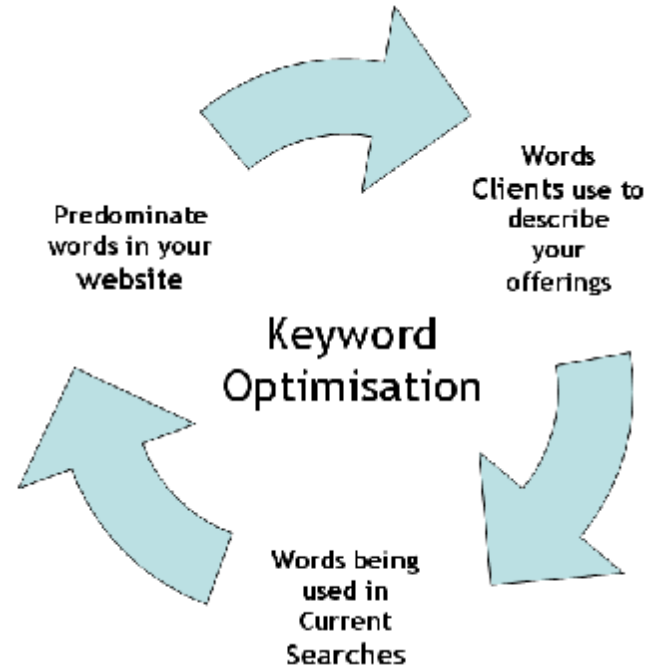


# What is preventing your website from marketing you internationally ?

Peter Cornish  
[www.SuccinctIdeas.com.au](http://www.SuccinctIdeas.com.au)

**succinct**  
**ideas**

# Keywords are key



**Keywords** connect sales prospects to your website

# Keyword selection

## Poor keyword selection:

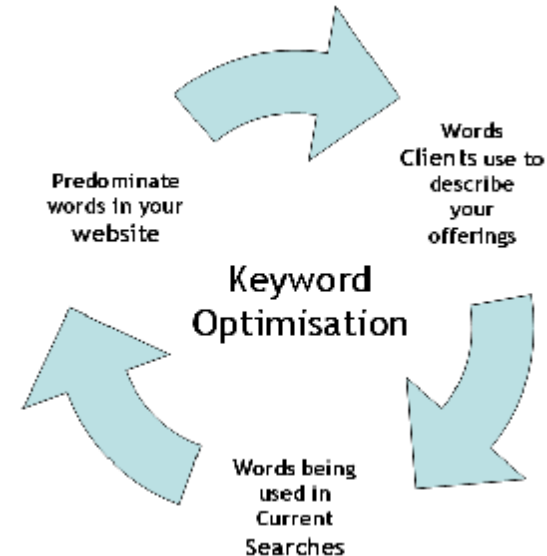
- Unrelated to your offerings
- Not in the searcher's context (import vs export)
- Not a common description (in target culture)
- Not being searched for

Wrong keywords = wrong visitors = **no sales**

# Keywords in your web site

Web site keyword profile:

- Insufficient text
- No keyword focus
- Misaligned keyword focus



Poor keyword profile = no spider = no visitors = **no sales!**

# Hidden from Search

- Not searchable :
  - Site unknown to search engine(s)
  - Key pages unknown to search engines

Not Searchable = invisible = **no sales**

# Links to your site

## Links:

- Bring potential clients to your site
- Improve search ranking
  - Build your Google PageRank™

Links = Traffic + PageRank = Sales

# SERP

A SERP is your internet *classified ad*

[Succinct Ideas | Internet Marketers based in Adelaide](#)

**Succinct Ideas** is a Internet Marketer (SEM) based in Adelaide South Aust. We help business promote and sell online through their websites.

[www.succinctideas.com.au/](http://www.succinctideas.com.au/) - 21k - [Cached](#) - [Similar pages](#) - [Note this](#)

...based on *meta tags* in your website

# SERP

but if these tags aren't properly used...

[Wine Australia Europe > Home \( DNN 4.4.0 \)](#)

Export Partners · Marketing Material · Image Library · Reports and Publications ... If one thing sums it up for me it's a feeling of being taken seriously." ...

[www.wineaustralia.com/Europe/](#) - 85k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Companies - Miscellaneous - South Australia, Australia - TradeBoss ...](#)

... Trade Leads - Products - Business Website. B2B Import Export Marketplace designed ... Member since 13 August, 2007, Australia - South Australia ...

[www.tradeboss.com/.../classification/Miscellaneous/](#)

[inlocationid/01503/inlocation/Australia\\_South\\_Australia/](#) - 92k -

...your ad is meaningless

Poor SERP = no visitors = **no sales!**

# Is your website a sales tool ?

- **Integrate it** into your sales strategy & processes
- Give it a **sales achievement budget**
- **Monitor** it's success & failures
- Understand its **needs** & it will **reward** you

Treat your **web site** like a sales representative

What is preventing your website  
from marketing internationally...

...Is it you ?