Search Engine Marketing

SEARCH ENGINE MARKETING

On page 16 (and further) of the 'CBI Export Manual Website Promotion' you will find an explanation of the main principles of website marketing. This document aims to assist you to execute these principles for your own website.

Assignment
0 Go to www.scrubtheweb.com and find out the title tag and meta description tag of your own website. Write them down below:

TITLE Tag: ……………………………………

META Description Tag:

……

……

…………………………………………………………………………………………….……………………………………………………..

Table 1 below gives a checklist for the assessment of the search engine marketing of your website. Please fill out your score for each element: Insufficient (I), Sufficient (S) or Good (G).

Table 1 Checklist search engine marketing

ELEMENTS SEARCH ENGINE MARKETING	SCORE
1 Title Tag	
The Title tag contains the name of the organization and the most strategic keywords that the target group would be looking for.	
The Title tag contains approximately 60 characters, spaces included.	
The Title tag is promotional.	
The most important keywords are mentioned first.	
2 Description Tag	
The Description tag is promotional.	
The Description tag contains at least the most important keywords.	
The first 13 words contain the most important part of the description.	
The Description tag is not too long (max. 150 / 200 characters).	
3 Keywords tag	
The keywords are targeted at the target group / their way of searching.	
No names of competitors are used.	
The tag is no longer than 874 characters, all spaces and other punctuation marks included. (More is not always better !).	

SEARCH ENGINE MARKETING (CONTINUED)

Assignment Metatags (continued)

1) Define the new title tag for your (future) website (max. 60 characters):

2) Define the new description tag for your (future) website (max. 150-160 characters):

Other elements

Next to using the right meta tags, there are more elements that affect your search engine marketing. Please fill out table 2 below to find them out (again with Insufficient, Sufficient or Good).

Table 2 Checklist search engine marketing (continued)

ELEMENTS SEARCH ENGINE MARKETING	SCORE
4 Other elements	
The first 2-3 lines give a good summary of the website. At the same time they include your most relevant keywords.	
The first 2-3 lines could also be used as a description for the result pages of search engines.	
Pictures and graphics have been given an ALT tag with a good promotional description.	
The website has its own domain.	
You have several domain names, that include your product(s) (if possible)*	
The most strategic keywords are mentioned several times and have crucial positions (headings and larger font size).	
Your website has been submitted to a serious number of portals, directories and other quality websites.	
5 Internationally The website sufficiently takes into account EU-target groups: • Metatags are in the appropriate EU-language(s) • Graphics have an ALT tag in the appropriate EU-language (s)	

* Possible other domain names

Check for available domain names on www.eurodns.org.

Submitting your website
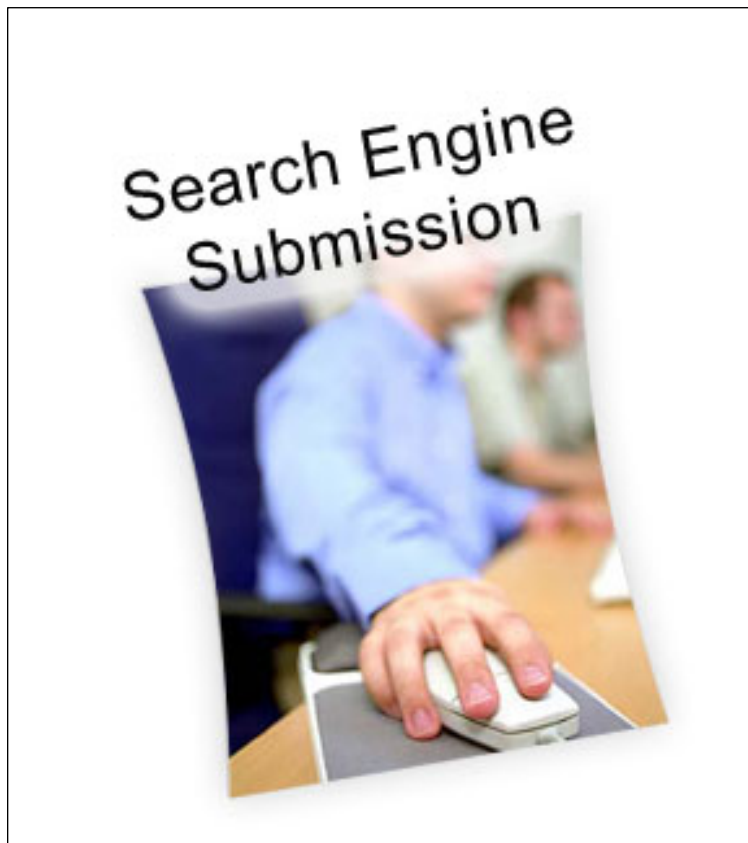
SUBMITTING

Once your website has been optimised and metatags have been added, it is time to submit it to the search engines. Go to www.whitelines.net.

Major search engines

0 Find the page on www.whitelines.net that you can use to submit your website to **major** search engines (e.g. Google, Altavista. How many can you submit your website to?...

Regional search engines

0 Go back to the homepage of www.whitelines.net. How many search engines can you submit a website to in the UK? ....

0 Hit the button 'submit' of Google.co.uk. What can you do here?.......................................

Linking / Portals and directories

As discussed in the presentation, it is important to have links to your websites from others. This increases the so called *link popularity* or *page ranking* of your website.

Assignment

0 Go to http://www.iconinteractivegroup.com/tools/link_popularity/ and find out how many websites link to your own website. Answer:.................................. links

0 Do the same for the website of your most important competitor.
Number of links found...............

0 Analyse the links to your competitor by clicking on 'view' of the Google results.

From these results, mention two websites who could possibly link to your website:

1.......................................

2...............................…

Links can be obtained as well via portals and directories. You could request the webmaster of such a portal by e-mail to be included in it. It may attract more visitors of a specific target group to your website. Most of the time it is free.

0 Use www.google.com to find a portal about your own business!

....

Now you are able to make a long list of potential websites that could offer a hyperlink to your website.

Google Adwords

Google AdWords

By using Google AdWords, you are able to reach a target group that actively looks for information about your specific product(s) online. This is because targeted visitors are sent directly to what you are offering.

0 Which combination of two keywords is the most important for your product (example 'organic shrimps')?

'……………………………………..' and '………………………….'

0 Go to www.google.com and search for this combination of your two keywords. How many websites do currently appear with this combination in Ad Words?

…………………………………..

0 Fill out in the table below your maximum pay-per-click and budget per month you would like to spend!

Keyword(s) for Google AdWords	Maximum pay-per- click (between USD 0.01 – 100)	Maximum budget (USD) per month

0 Please have a look at https://adwords.google.com/.
Read the 'Step-by-Step Guide' and find out how to submit to AdWords.

0 What do you think of promoting your website through Adwords, is it useful to you?

………………………………………………………………………………….