

## Web Site Listing and Design Search Engine Optimization

### Why Have a Web Site?

- Gives your business or organization credibility
- Allows referrals to find out information about you at their leisure
- Can act as a secretary by providing information for customers to print out as needed
- Opportunity to sell items or reservations using credit cards
- Attract new customers who are looking for the goods and services you provide.

The last item above requires listing your site with the search engines. If your site is listed well it can attract new out-of-the-blue customers to your site. In order to find your business, a customer will look you up using a search engine. They will enter some key words into the search engine and hopefully your site will be at or near the top of the list. They can then click on your site and make contact with you.

### Why Search Engine Optimization is Important

Search Engine Optimization is incredibly important in getting new out-of-the-blue customers to your site. The beauty of the world wide web is that a person you have never met can find your web site, make a connection, and begin doing business with you. Most likely, that new customer will use a search engine to find your company.

Most of the big search engines are still free, but not all of them. Popular ones are Google, MSN, Fast, AOL, Open Directory, About.com, Yahoo & Inktomi. There are hundreds of search engines, but only eight or so that are really important. Even those change regularly. Yahoo used to be the most popular, now Google is on top of the list.

What is Search Engine Optimization? In order to be sure that a new customer will be able to successfully find your company, your site must be submitted to each of the important search engines. But, SUBMITTING IS NOT ENOUGH. You've also got to select the appropriate key words and make sure your web site is coded to optimize those key words. Optimizing a web site is not an easy or intuitive process. There are many advantages to hiring a professional to optimize and list your site.



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## **Advantages of selecting Computer LYNX for Search Engine Optimization for your Web Site**

Search engines are in a constant state of change and they do not offer a comprehensive list of exactly what they are looking for to list well in their engine. Computer LYNX subscribes to search engine newsletters that spend a lot of time “reverse engineering” the search engines and providing current information on what the main search engines are looking for and ways of incorporating those specifications in web sites. This information, specific to search engine optimization, is not available to the average web designer.

Computer LYNX also has purchased expensive software which allows testing and retesting of web sites so that they comply to all the known “tricks” for optimization with each of the important search engines. This allows us to optimize your web site so that your chances of listing well for your chosen key words are dramatically increased.

We have a lot of experience in optimizing sites over that past 5 years and can use this experience to your advantage.

## **Computer LYNX Outline of Services for Search Engine Optimization**

1. Work with the customer to determine the best key words for the site. Approximately 10 key words or key word phrases can be used for a web site so they must be chosen carefully. This involves searching the web for similar or competitive companies and asking existing customers what they would enter in a search engine to find your company.
2. Print out a report indicating your current search engine listings for the selected key words with various search engines. This provides a baseline for the work that follows.
3. Modify the web site so it is optimized for the selected key words. This involves some changes to the home page as well as the subsidiary pages. You have an opportunity to approve or disapprove these changes. Changes are also made to the background of your site, things that cannot really be seen by the average viewer. We can do the design work for the page or work with your existing designer, but we do require access to your web site. Revised pages are posted to a specific address so the customer can review the changes and request modifications before it goes on-line.



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4. Once the revisions are approved and put on-line, the site is submitted to the search engines. Here is a sample list of Search Engines\*, the number of pages they list and the approximate cost for submission:

- AltaVista, 550 million pages, Free
- Fast/All the Web, 2 billion pages, \$40
- Google, 3 billion pages, Free
- Inktomi, 500 million, \$39
- Open Directory Project, 3 million pages, Free
- Teoma, 150 million pages, powers Ask Jeeves, \$30.
- MSN, AOL, Excite, & Netscape

We can also list your site with Yahoo. Current charges are \$300/year. If you wish to submit to Yahoo, we will specifically optimize your site for Yahoo and submit it. Once it is listed, we will re-optimize and submit to the other search engines.

5. It takes 2-4 months for all the search engines to be updated and you should see an increase in your web traffic. At that time, we print out a second report showing the listing of your site for each of the search engines for the selected key words.

6. We can track your search engine results over time and make proposals for resubmitting information if your search engine listings change significantly or if you wish to change your key word specifications.

Please feel free to contact Tonna Kutner at Computer LYNX if you have any questions: 206-575-3979, [tonna@computer-lynx.com](mailto:tonna@computer-lynx.com), [www.computer-lynx.com](http://www.computer-lynx.com)

\* Search Engines change regularly and information listed here may have changed. We will provide you with the most recent information at the time of your listing.