



601 Franklin Street, Suite
206
Michigan City, IN 46360
www.datamine.net

Phone: 219.861.2345
Fax: 219.861.2344
Toll Free: 877.328.2646

Keywords & Search Engines

Client _____

Date _____

How search engines work:

Each search engine works differently to index your site. It may

- ?? Scan the content on the home page for keywords their software thinks is relevant.
- ?? Use the information in the "title" tag (see above).
- ?? Take words from the "description" (see above);
- ?? Gather the keywords we write into the HTML code.

Most use a combination of all these techniques, weighing each element to come up with a unique formula to determine whether that site is displayed in the results for a given keyword search.

Why your results may vary greatly from one search engine to another:

DataMine uses all these elements (title, keywords, descriptions and meaningful content) in when we promote your site.

- ?? Search engines frequently change their tactics to improve relevancy and keep their databases clean.
- ?? The search engine process is still largely a game of chance.
- ?? We have no control over where your site appears in any search engine on any day. (Some search engines will give a different list of results for the same keyword search done two or three times in a row.) Anyone who promises you otherwise is probably misleading you. Purchasing keywords or banner space is often the only guaranteed way that you can receive exposure for your site in response to a specific keyword search.

A special note about Yahoo: Yahoo is a directory, not a search engine and is one of the most difficult to get positioned in *because it is structured by categories rather than keywords*. When we submit your site, we indicate what categories and keywords we would like it to be associated with. Before a site is added to Yahoo, one of their "editors" must review your site and assign it to two categories. One of these is automatically a regional category and the other is the choice of the person doing the review. They are not obligated to place your site according our request. This process can take anywhere from 4 weeks to longer than 6 months!

***Yahoo now charges \$199 for any business to be considered in their directory. All the above still applies, however businesses are now required to pay a fee to have their site reviewed. This does not guarantee a listing, it only guarantees your site will be reviewed and either accepted or rejected within 48 hours. If it is rejected, the fee is not refundable and you will have to submit another fee to be reviewed.**

Client Record - Search Engines

Keywords, Titles and Descriptions

WHY ARE THEY SO IMPORTANT?

Keywords are the targeted words and phrases, comma separated, that tell search engines what a specific page contains in summary format. Search engines read keywords and compare them to the beginning content (usually the first 100 words or so) on a specific page to verify accuracy and relevancy. Then the page is ranked.

Descriptions are a summary of the content on a specific page in paragraph format (2-3 sentences). Normally the description contains text extracted directly from the content. Some search engines read descriptions and combine the relevancy with keywords for ranking purposes.

Titles are not just the page names that appear at the top of the browser. Titles are a combination of keywords and a concise summary description that may be readable as a sentence but doesn't have to be. Again, search engines will compare title to content, as well as to keywords, to determine relevancy.

Getting Your Site Ready for the Search Engines

To promote your site online, we add to your pages the necessary elements that will be read by the major search engines. Your website address is manually submitted to these major sites.

When we submit your site, there are a few things that we need from you to help us optimally position your site on a search results page. Select 5 pages that you wish to optimize for search engine submission. For each page you will need to have the content that will appear on the page in front of you.

- TIPS:
- (1) **Be specific.** Keywords that are too general will get lumped together with a million other pages (literally, folks!). "Automobile" is lost, but 1947 Bugatti will narrow your search and target who is looking for that specific item or service.
 - (2) **Avoid repetiton.** Repeating the same word too often in different forms or in phrases will kill you in search engine rankings. You could say "cryogenic processing, freeze processing, etc." and not worry about the words, because you aren't using processing as a keyword. But "cryogenic processing, cryogenic, freeze processing, cryogenics, etc." is overkill on the cryogenic. You will be penalized or possibly even ignored. Some engines will blacklist sites they feel are of low informational value or are "spamming" the database.
 - (3) **Don't forget your name and URL.** They are after all elements of your website and business.
 - (4) **Smart description building:** The description may be displayed with your link on the results page of a search engine. Tells users why they should click on your link as opposed to another one on that page. Write for the point of view of customers and tell what's in it for them. Note: Avoid heavy-handed marketing ploys, like putting things in all caps or making blatantly exaggerated claims. When in doubt about what angle you should take, it's usually advisable to position yourself as an information resource.
 - (5) **CONTENT IS KING:** None of this matters if your content isn't tight and specific. The user needs to know the specifics in the first 100 words.

Client Record - Search Engines

Name of Page/page section from navigation:

Title (limit x characters):

Keywords (20-25 unique words/phrases):

Description (2-3 sentences):

Name of Page/page section from navigation:

Title (limit x characters):

Keywords (20-25 unique words/phrases):

Description (2-3 sentences):

Name of Page/page section from navigation:

Title (limit x characters):

Keywords (20-25 unique words/phrases):

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Name of Page/page section from navigation: _____

Title (limit x characters): _____

Keywords (20-25 unique words/phrases):

Description (2-3 sentences):

Name of Page/page section from navigation: _____

Title (limit x characters): _____

Keywords (20-25 unique words/phrases):

Description (2-3 sentences):

Other thoughts about promoting your website:

Search engines are only one way to promote your new website. As with any successful marketing campaign, finding your niche market is extremely important. If you know of other sites related to your subject, consider establishing a link exchange with them. "Word of mouth" referrals are an excellent way to draw people to your site.

To help make your website more visible to your current and potential customer, maintain traditional forms of marketing. Always put your web address on all forms of current print marketing materials; business cards, letterhead, catalogs, brochures, product packaging, advertisements, etc.

Remember to always promote your Website by including the address on all traditional marketing and promotional materials.