



CAL Internet Services, Inc. Knowledge Center

How to Improve Your Web Site's Search Engine Ranking

“How come my Web site doesn't show up on Google?” “Why doesn't my Web site come up on the search engine's first page when searching for what I sell?” Have you been asking these types of questions? Getting ranked by the major search engines such as Google or Yahoo seems to be the challenge of the day. And with an increasing number of people and companies getting more savvy in search engine optimization, that challenge isn't getting any easier. Exactly where you begin must be determined by several factors such as how your company sells, where and to whom your company sells, how stiff your competition is and how well you are currently ranked in various Internet searches.

There are two basic ways you can be ranked by the search engines: Organically and paid search. If anyone guarantees you that they will make your Web site come up number one with the search engines organically, walk away or hang up the phone. With a lot of work and time, through search engine optimization, your site should achieve higher rankings – but too many uncontrollable factors get in the way of anyone guaranteeing a number one ranking. You may be able to *buy* a number one ranking through sponsored search, but even then there is no guarantee that you will show up number one every time with any given keyword.

A keyword can be a single word or several words. It should be a term that a potential customer would use when searching for products or services that you offer. Brainstorm with other employees, asking for terms that customers will frequently use when discussing your products or services. Check your Web site stats to see what search terms customers are currently using to find your site or in an internal site search box if your site has one. Check competitor's sites for content and see what they use in their meta descriptions and keywords. Yahoo and Google have programs that suggest keywords, but services such as wordtracker.com will do this more comprehensively. An important point to remember is that you need your keywords to appear in content on your site in a relevant manner.

This is where dull looking sites can actually win over mind-blowing, knock-down gorgeous sites. The search engines don't care that your site may be picking up the “best of” awards – they care about content that they can read, which generally means that the content is in HTML code. It is ok to use technology such as flash to design certain elements of your site, but don't use it for your content through and through. The search engines need some content to validate. So your site can still be pretty - just don't forget to have it tailored for the search engines.

Paid search is growing significantly, but it can be one of the most cost effective marketing choices compared to other mediums. One of the factors that make your pay-per-click key words more successful is the way the description is written. How relevant is it to the keyword? Is it interesting enough that someone will click to your site? Also you may want to write different copy for a paid search ad on Google than one on Yahoo. Since Yahoo allows for more characters, you can be more descriptive with those ads. Also, although we haven't heard of a scientific study on this yet, Google users may tend to be more sophisticated, so keeping this in mind when writing ads could help.

There are other factors that will help with your search engine rankings such as relevant Web site links. CAL Internet Services is available to help you with both search engine optimization and paid search placement. Please email us sales@calis.com or call 866-462-2547 for more information.



CAL Internet Services, Inc. | 3294 Royal Drive, #203 | Cameron Park, CA 95682
866.GO.CALIS (866.462.2547) | www.calis.com