

# HOW TO USE CONTENT TO BOOST WEBSITE RANKINGS

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In today's technology marketing environment your prospects are deluged with up to 5,000 marketing messages each day. How can you cut through the noise to build awareness and demand for your company's product and services?

One of the best ways to reach prospects is through the web. A recent survey "The Role of Search in Business-to-Business Decisions"<sup>1</sup> revealed that search engines play a dominant role in B2B purchases. When participants were asked to indicate how they would go about making a B2B purchase, 93.2 percent said they would research the purchase online. When asked if they would use a search engine at some point in this task, 95.5 percent of participants indicated that they would.

With all this qualified traffic originating from search engines, it is more important than ever for B2B marketers to ensure their website content communicates benefits and is also correctly optimized for good positioning in search results. This article outlines some of the key steps and technologies to consider when creating content for your website.

## *Develop a messaging platform*

The messaging platform is the strategy and foundation for all your marketing communications efforts. At a minimum, it consists of a positioning statement, value proposition, and key messages. These items address key target market problems by stating a benefit; i.e. why the target market should care about your product, service, or company.

A messaging platform makes it easier to deliver the same message across all marketing media including websites, brochures, advertisements, and presentations to investors, journalists, and prospects. Repeating your message strategy over and over is one of the most important factors in successful marketing. Remember you'll get tired of your message strategy long before your target audience may even listen to it or notice it.

## *Use keywords in your copy*

If you are creating a website or working on a site you've already created, the content of the site is one of the most important factors for success. Content is an important part of how your website will be found in search engines. Search engines usually read and index the first 500 words from each page they successfully crawl. The text within that span of words is critical to determining your relevance for a particular search term.

Research is important to determine what combinations of word and phrases should be used as keywords. One resource to try is [www.wordtracker.com](http://www.wordtracker.com) to research keywords (you can use the free trial over and over again). By using well-researched keyword phrases in your meta title, meta description, headings/titles and body copy, (more towards the beginning of the copy) you will greatly increase your chances for high search engine rankings.

When people use search engines, they aren't typing in generic terms that are hard to define and measure like "business" or "software." People use search engines for very specific names and phrases, terms like "Inkjet printer cartridge refills." You wouldn't have thought to include that specific phrase in your content because it doesn't read very well. But, if all those words are located in a webpage carefully constructed to highlight keywords that are known to produce traffic, the likelihood that you will appear in a search result for a very specific search improves.

If you are successful at weaving your keywords into compelling copy, you are more likely to be relevant for keyword searches. Once your site has been up and running for three months, run a report on your log files to determine what keywords people are using to find your site.

### ***Use search engine marketing to promote your site***

Traffic from search engines is widely considered the best (and cheapest) way to generate traffic to your site. Search Engine Optimization (SEO) is a necessary component for any web-based strategy. It has been said that a website is like a billboard in the desert unless it is well indexed in the major search engines.

Today there are two main types of SEO: Organic and Paid. You should understand the benefits of both types of search so that you may make a well-informed decision regarding your web strategy.

Organic search engine optimization is based on several elements. The first is the metatag information that is part of the website's code (HTML). Metatags are made up of keywords, a description, a title, and other components that communicate information about your site to the search bots. Search engines are driven and propagated by bots that crawl or search websites and then index them based on their own set criteria.

Another factor of organic SEO is the actual content. Well-developed content is very important, and page text should be written in such a way as to draw a top position. Again, research is important to determine what combinations of words and phrases should be used.

Paid SEO, also known as pay-per-click advertising, is the other type of search. Pay-per-click ads are an important element of a web strategy as they deliver immediate results. Ads are constructed and terms are purchased based on bidding. Depending on the market your business is in, bidding may be highly competitive.

By developing a SEO campaign that uses both organic and pay-per-click advertising, you will achieve immediate and long-range results. The pay-per-click ads will get traffic to your site immediately. Organic SEO takes time but delivers increased page rank over time, if it is done correctly. RSS is another technology to consider when developing your web strategy. RSS is a continual feed of information that helps to boost your website rankings. Find out more about Reasons to RSS in our Tips and Trends section of the newsletter.

If you follow these key steps, you will have a well-defined process for developing keyword-rich website content and will definitely see an improvement in the search engine rankings. Good Luck!

<sup>1</sup>The Role of Search in Business to Business Buying Decisions, Enquiro.