

# Business Customer Traffic Secrets

SEO, Visibility and your Internet Success

**A Special SEO Trump Report by Dan Shannon**

Who would have guessed in the early nineties that just about 15 years later, over 71% of Americans would use the internet daily (compared to a mere 20% worldwide average), driving global commerce in a manner unprecedented since the industrial revolution?



And yet, one of the founding fathers of the internet, a European scientist by the name of Tim Berners-Lee, was recently quoted as saying the internet was still in its infancy.

Years ago, Mr. Berners-Lee understood that by making the code available for free to use the internet, the world would migrate to this system, without boundaries, in very little time.

History has proved him right, although he himself states that most of his colleagues at the CERN science labs near the French-Swiss border were highly skeptical of his vision at the time.

Today **any business can have a website for very little money**, and can tell the world about their business, their products and services.

So what does that mean for the average business owner? **Lots.**

**In today's marketplace, having a website is about as essential for a business as having a bank account.**

Why? Because customers use the internet as the primary source of research for stores and suppliers and preparation for making purchase decisions ... even if eventually the purchase is done 'offline', for example in a store or through a catalogue.

Recent research done by the Kelsey Group reported that **70% of Americans consult the web before making local buying decisions.**

Never before has the cost of getting noticed by customers been so low. More importantly, never has there been a tool like the internet that so easily allows merchants to **showcase products, services and offers** - across town or across the world ! - **virtually for free.**

**Better yet: never before was it as easy and simple to search for and find suppliers!**

The operative word here is **search**. Google alone brings in over **100 Million searches daily**; and of those, nearly half are unique terms, meaning that only one single person is looking for that term ... for example “Red pizza boxes in North Carolina”.

The importance of this is that for such search terms it is extremely cost-efficient to target searchers ; and the specificity of the search term virtually ensures a rate to **convert “browsers” to paying customers**. More general terms, such as simply “Pizza Boxes”, will have more search volume but much less focused interest.

### **LET THEM FIND YOU !**

It just makes good business sense to help customers who are already searching for your product or service, **find you !**

There are three main avenues to drive targeted new customers to your website:

- **Paid** search,
- **SEO** (Search Engine Optimization), which will, over time, bring organic traffic
- **Inbound Links** (links to your website from “authority sites”).

Here are some of their respective pros and cons:

**Paid** online advertising such as banners and pay-per-click (“PPC”) campaigns can be effective but it is easy to lose money if you don’t understand how to prepare and operate an online search campaign. The key with **PPC is constant analysis and testing**, and the ability to throw overboard sentimental bias towards certain keywords, adjust if a certain keyword doesn’t work for you, and move on to better ones.

**Search engine optimization (SEO)** is good for long term positioning but does takes time and knowhow, plus a good linguistic feel. Still, SEO is an excellent avenue – if done well.

**Links** to your site from “authority sites” that have high page ranks are increasingly becoming the way Google determines if your site is a quality web site. Google does this by referencing how many quality sites point (link) to your site. It’s not easy to secure links with web sites that don’t know you – especially at a stage when your own site is not yet popular enough to entice quality sites to associate with it. (However, see right below!)

Each of these 3 avenues is valid, can be useful in its own right and should be part of any web marketing mix. Still, starting with **links from the right online business directory to your site will help you get noticed by the search engines** and lead you on the road of getting ever-increasing free traffic to your **content-rich web pages**.

### **WORDS, WORDS, WORDS!**

Did we say “**content-rich web pages**” just now ...? Yes, we did. It's important to understand that much of web traffic is **about words**. **Keywords**.

If you are a florist, your web site needs many important keywords pertaining not only to the types of flowers you offer, such as roses (for - remember ? - the more general a keyword search is, the more results will show, deflating the value of the search results), but also needs specialized expressions like delivery locations (“Roses, Vermont), value added services (“flower delivery services”), or packaging (“cellophane wrapped”), etc.

A small office supply store in Indiana applied this important principle and built a website around keywords that got them noticed in search engines for local search keywords - search terms probably not exploited by the major chains, who tend to focus on big national campaigns with billboards, radio and TV.

That's also how a small Alabama cotton processor who zeroed in on targeted traffic was able to outwit a competitor twelve times its size. And a Michigan grocery store just a few yards from the local Walmart giant attracted customers with detailed keywords describing their nuts and other health food.

To be sure, the big boys, too, are on the internet; but remember: **50% of keyword searches are unique**, so there is no way the majors had optimized for all those terms.

You need to get a handle on which keywords are best for your business and then build web pages on your site that use those words smartly and effectively, or, as SEO experts like to say, in a “Google-friendly” way. It can get technical ... but **SEO Trump** can help.

Before long, you will have a **stream of traffic from people in and your community and beyond, searching for exactly what you've got**.

## **NOT ALL KEYWORDS ARE CREATED EQUAL ...**

There is an important point about keywords I must stress here. All keywords are not created equal. Some are just “browsing keywords” but some are **keywords for “hungry customers” with their credit card in hand.** And of course it’s the latter type you want to target.

You will learn these by trial and error...the above example of “Red Pizza boxes in North Carolina” is a good example of a customer ready to buy...he has a clear idea of what product features are important to him, and is now probably shopping either price or location, maybe speed of delivery, or maybe some unique features.

Once you drive traffic to your website, you’ll need to use a tool by Google called **Google Analytics. It’s free and very useful.**

This tool allows you to determine what keywords people use when they go to your website, and - more importantly - which keywords are actually causing people to (for example) buy online, sign up for a gift, or fill in a form requesting to be contacted by a sales rep.

Using analytics intelligently, you are well on your way to attracting a whole range of new customers, since you can now use your analytics data to fine-tune your website and keywords to appeal to potential customers and dramatically increase traffic to your site.

## **IS YOUR WEB SITE USER-FRIENDLY?**

A major factor to consider regarding your website is **ease of use.** Many businesses set up their online presence without taking the user perspective into account. Your site should be clearly and logically laid out and be as simple as possible, contain all elements and links that your users would find important but be devoid of useless information, and, to top it all off, be graphically pleasing and intuitive. Quite a bit to chew on!

One great way to increase the user-friendliness of your site is to have an **onsite search tool,** allowing visitors to even find content that’s not available in your drop-down menu.

Audio and Video on your site are also very strong tools for driving traffic. Seemingly out of nowhere **Youtube** has become a behemoth of online video - grabbing, within just 2 short years, a very significant **double-digit** percentage of **all web traffic.**

Incidentally, one of SEO Trump's clients, [www.powwwwerpages.com](http://www.powwwwerpages.com), is, to the best of our knowledge, one of the only web sites that enable its advertising customers to **upload voice and video ads**. Such ads can be amazingly powerful and are very easy to use – **at pennies a day**.

If some of the above was food for thought, you are on the right track, and on your way to start attracting motivated paying customers.

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**This report was the first in a series** on how to use online search to bring in paying customers. There are many, many more details and facets to know and apply. All are important, but some are positively **key for a profitable web site**.

**Future SEO Trump newsletters, published periodically**, will deal in greater practical detail, and clearly and concisely, with essential topics, such as:

- >> How to **attract quality links** and build a link network (no, **not** with link exchanges!)
- >> How to place keywords in a Google-friendly way - and to the greatest effect!
- >> Why meta tags have lost their significance and what you can do about it
- >> Is Simplicity the King of SEO ?
- >> The no-no SEO actions that can **cost you very dearly** on Google
- >> What makes a web site tick
- >> What has replaced meta tags as Google-friendly SEO components
- >> The truth about submission engines
- >> SEO and the **common mistakes** that are sure to **deny** you a high ranking
- >> **Secret keyword weapons**
- >> SEO : more avenues to visibility

➤ All about Titles

➤ SEO : powerful Headlines and Content

➤ Search Tips and Tricks

... and much, much more !

Plus, **SEO Trump's staff will assist its clients** with practical advice, geared to the client's industry, on how to gain visibility, increase web ranking, and attract visitors – and potential customers !

**Welcome to the world of SEO Trump, your visibility provider.**