

# Website Marketing

This document is intended as a guide to help you optimize your website's marketability and search engine positioning. If you have any questions or suggestions, please send an email to [webmaster@dbcanvas.com](mailto:webmaster@dbcanvas.com).

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## 1 : Introduction

Achieving and maintaining a marketable site is a combination of efforts. Your websites code must be compatible for search engine spiders to properly index your site. Your sites content must be rich and relative to your industry. You can go a long way with no money spent to get a good search engine listing. In addition to these free marketing methods, you can also use paid services to reach your target market.

Search Engine Optimization is not a trick or hidden secret. It is simply the act of creating your site in a compliant fashion and making sure it has plenty of relative content. If your site has these 2 things, the search engines will continue to give your site better listings. In most cases, a well established site can improve its positioning in little time (a week perhaps) by adhering to the guidelines set forth in the following articles.

These marketing tips apply to all sites. They're just as useful to the simple home page as they are to the corporate client in need of intense marketing campaigns. Read through the following articles, you'll easily improve your sites ranking with just a little care.

## 2 : Research and Preparation

The first thing you need to do when marketing your site is research! I know this word can be scary, but it really doesn't take much time and you'll be glad you did it. Many times people are surprised by the poor performance of their search engine listing, and most every time there is a good reason for it. There was a Widget company in Dallas; they asked why their site didn't pull up when searching for 'Dallas Widget', but when you went to their site there were no pages with the words 'Dallas Widget' on them! You have to gear your sites content up for the search terms you want your site to pull up under.

Use [Google](#) (or your favorite search engine) to search for sites similar to yours. Look at some of the sites, pay attention to the page titles and catch words commonly used. Make note of the general terms used by your industry, know what people are searching for to find your services. Once you know what people use to find sites like yours, you will know how to gear up your sites content.

### 3 : The Page Title

I cannot stress to you how important the Page Title is! The Page Title appears in the top left corner of the browser and is sometimes used in the sites Skin. You can change the Page Title on any page by editing the Page Properties of that page. If you do not see the edit button for Page Properties then you may need to add the Page Properties layout to that page.

Finding the right Page Titles is easy. Use Page Titles that contain the search terms you want your site to pull up under. Create specific pages just so that you can add a Page Title with a search term you want to pull up under. Lets say I have a product called 'The Terminator', this product is a tire. When I make a page for this product I would NOT want to use 'The Terminator' as the Page Title. I want the search engines to know that this is a tire so I would make the Page Title something like 'Online Tires - The Terminator'.

Use your pages content to reinforce the Page Title. Use the same term again, multiple times, on the same page. The Page Title probably has the largest impact of any other element on your page, make sure that you're using yours wisely!

## 4 : Page Key Words

Key Words no longer have the impact that their name infers. Even though Key Words are not very effective on search engines directly, they're still important because dbCanvas uses them in a special way. Your sites key words are used in the dbCanvas affiliate links program to help market your site.

You can change the Key Words on your site by editing the 'Page Properties' layout. If this does not appear on your page then you need to make sure you are logged in and add the 'Page Properties' layout to your page. You really only need to fill out the Key Words in the /index.php. If you do not fill out the Key Words on a child page then the page will display the Key Words from /index.php (this is the first page on your site).

## 5 : Page Description

The Page Description is what search engines use when displaying your sites listing. It should be relatively short, a small paragraph. Make sure to be concise and use the main keywords that you want people to notice about your site. The Page Description doesn't have that much weight on your search engine placement.

You can change the Page Description on your site by editing the 'Page Properties' layout. If this does not appear on your page then you need to make sure you are logged in and add the 'Page Properties' layout to your page. You really only need to fill out the Page Description on the /index.php. If you do not fill out the Page Description on a child page then the page will display the Page Description from /index.php (this is the first page on your site).

## 6 : Page Content

Oh yes... even the content has something to do with your search engine placement. This is the area where you have the greatest liberty as you can put as much content up as you like!

Use your content to reinforce the Page Title and also to offer other relative search terms. Use common search terms over and over in your content, this will help the search engines to give that page a stronger association with the terms you're using. Search engines also pay attention to text formatting... the Heading 1/2/3 in particular. If you're Page Title is 'Dallas Attorneys' then it may be a good idea to have the same phrase appear on the page in a Heading 1 format. Create pages specifically for targeting a market. Lets say I'm a Dallas Artist and I want people to find me when they're searching for the Dallas Museum or Art. In that case I would create a page about the Dallas Museum of Art. I would make the Page Title say 'DMA - Dallas Museum of Art', this alone would strongly associate this page with the desired search terms. I would also reinforce the Page Title by using the same phrases in the pages content. Not only am I gaining a marketing advantage, but I'm also creating more interesting content on my site!

## 7 : Linking to your site

Search engines also count how many sites are linking to yours. If there are a lot of sites linking to yours then the search engines see that you're popular. It's a good idea to have a links page on your site, you can use it to trade links with other sites. This is a good way to get free links!

The dbCanvas Affiliate Links program uses the dbCanvas sites to refer each other to search engines. The information on your sites /index.php page is used for this purpose. The Page Title, Key Words and Page Description are used to create links that point back to your site. Even if your site has never been listed on a search engine, it will get listed as soon as it's seen on the Affiliate Links pages.

## 8 : Submit Your Site to Directories

Directories are important to use because search engines look to them for positioning advice. If you are well listed in all of the directories then your site is given much better listings. Team dbCanvas submits all of the sites it does to many search engines, it's still important to follow up and make sure that you're getting listed in the prominent directories. Probably the most important directory to be listed in is DMOZ. It may take some time to get listed there, but its well worth it.

Be sure to list your site in the free Open Directory Project ([www.dmoz.com](http://www.dmoz.com)), overseen by human editors. This hierarchical directory provides content feeds to all the major search engines. Plus it provides a link to your site from an information hub that Google deems important.

Yahoo! Directory is another important directory to be listed in, though their search results recently haven't been featuring their own directory as prominently. Real humans will read (and too often, pare down) your 200-character sentence, so be very careful and follow their instructions ([docs.yahoo.com/info/suggest](http://docs.yahoo.com/info/suggest)). Use somewhat less than the maximum number of characters allowable, so you don't have wordy text that will tempt the Yahoo editor to begin chopping. Business sites now require a \$299 annual recurring fee for [Yahoo! Express](#) to have your site considered for inclusion within seven business days.

Other directories to consider might be [About.com](#) and [Business.com](#).