

Search Engines

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What some web developers don't tell you...

What's written at the bottom of your web page?

The bottom text is one of many factors in determining your position in search engines.

The graphic shown below illustrates two common problems

for bottom or 'footer' text. One, there are limited to zero relevant keywords for this web site. Second, and much more damaging, is the last linked text is not only not relevant to your site, it links out to another site. Google ranks linked text as more important than non-linked

text so this site is definitely not maximized for results.

As web developers, we think it's fair to make a link like this, but the contact page is more appropriate. We also suggest you do the same for your T's & C's and privacy policy, when appropriate.

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SEARCH ENGINE OPTIMIZATION (SEO) SPAM

Did you ever get one of these email sales pitches?

"More than 55 percent of all Internet purchases begin with a search engine, but 93 percent of these consumers do not look past the first two pages of search engine results. Thirty-three percent of users think that if a company has a top ranking on a search engine, it is a leader in its field. Are you a leader? You can be...We have a CD duplication site with over 1391 number 1 positions and over 6232 top 10 positions..."

Holy cow that's a lot of page 1's! Or is it? If they optimized for just the **top 5 search engines** which account for 98% of all searches that would mean they optimized at least 278 keywords- not likely.

What Is A Natural Search?

A "natural" search describes the search results on any particular engine. These results are purported to be completely non-

biased - meaning that the engine will not accept any amount of money to influence the rankings of an individual sites. You do not pay per click.

Saavy surfers frequently choose unpaid vs sponsored listings. The perception is 'they must be good to have this listing'.

At Schantz Inc, we focus SEO efforts on Natural Searches.

PRIVACY POLICY/ P3P

There are currently 50 bills pending in congress, far more than any other subject matter including health care and medicare. Any place you collect information there should be a link to your privacy policy. Ask your web developer if you have a P3P policy-hidden to viewers, but used by browsers. If he/she says "huh?" they are far behind the times. Only 25% of the top 500 sites are now in compliance. **All sites developed by Schantz after 2002 have P3P policies.** Resource <http://www.w3.org/P3P/>.

Top 5 Search Engines

Google	36.8%
Yahoo	26.6%
MSN	14.5%
AOL	12.8%
Excite	4.3%

Percentage of searches done by US web surfers in May 2004 that were performed at a particular web site or a network of web sites source: comScore Media Metrix Search Engine Ratings.

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VIRUSES: Do you have one?

Have you seen this? *Subject: Virus Found in message "Re Thanks!"* .

I got one that said it was from me. But it's not. Someone with my email address in their address book has a virus.

The MyDoom virus and other similar viruses use "spoofing" to mask the true sender of the virus. This spoofing can make it appear as though the message came from your e-mail address. You

may even receive notifications that someone could not receive a message from you or that your message was blocked . Like so many viruses, this one does not attack Mac computers, our primary platform.

The fix. I recommend Norton AntiVirus by Symantec **and** ADAWARE <http://www.lavasoftusa.com/>. I recently cleaned up a clients computer

with AdAware Pro that had over 1,000 instances of Malware and viruses, that other standard antivirus programs did not detect. This can easily happen when employees get a new computer and start web surfing. Be sure to set your web browser preferences to higher security levels. I recommend Netscape over Explorer for security reasons.

Construction success story

Can you target specific markets on the Internet? Atlanta client myhomeguys.com sells home improvement services strictly in their local area. Through SEO, owner Greg Schantz has seen web sales increase from less than 2% to nearly 30% of gross sales. Compared to the cost of radio, telemarketing and print advertising, the Internet is a lower cost of new customer acquisition

than any other method except referrals.

With heavy competition from other local companies, Greg has relied on branding and superior customer service to set his company apart from others. In a recent online marketing campaign, we were able to achieve 18 new keyword positions on page 1 for Yahoo, Google, and AskJeeves.



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