June 2007 Newsletter

If you are receiving this message, it means that I have either done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now June, I will be sending out invoices to any of you for whom I have done work in May, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

<u>Content</u> - The last time I spoke about getting more visitors to your site, I discussed the different kinds of links and how they improve your positioning in the search engines. Now I will discuss how to help move you up in the listings by dealing with the content of your pages. As usual, please be aware that I am not going to go into this too deeply. In some cases I will be simplifying things again. I just want you to be aware of some of these issues so you can discuss them intelligently with whomever is maintaining your website...

<u>English 101</u> - Believe it or not, you can be penalized for incorrect spelling, bad grammar, etc. If your site has these kinds of errors, it will lose points for professionalism. The last 7+ years of my employment was as a technical writer and a good portion of my time was spent editing technical documents written by computer programmers and analysts. Now, let me preface this by saying that I too was once a programmer. However, I paid attention in my English classes in high school and college. Some of the people whose work I had to edit must have been either asleep or daydreaming about coding computer games or something because their spelling and grammar was atrocious! As a result, whenever I am browsing the internet and I see spelling and/or grammatical errors I can't help but cringe. You definitely need to proofread your copy. Of course, if you are having me put it out there on the web for you, I ALWAYS will proof your stuff and correct any errors. I will also discuss it with you because I want to be sure I have not changed the intent of your copy...

<u>Marketing Content</u> - This aspect of Search Engine Optimization (SEO) goes hand in hand with linking from the previous newsletter. When you are writing your copy, you want to include text that is relevant to whatever it is you are promoting on your site. If you have submitted keywords to the search engines, you want them to appear in the body of your pages. There is a delicate balance here, however. If you put in too many, the search engines can recognize it and you can be penalized again. Some people have gone so far as to repeat the same keywords over and over again, but

they make the color of the text the same as the background so they don't appear to the reader. Is that outrageous or what?! Good search engines will weed this stuff out, however. There are people out there who consider themselves "experts" in the field of "keyword density" and what constitutes a good percentage versus "keyword spamming". You also want to make sure your copy is readable, otherwise people will go elsewhere.

Technical Content - There are some things that you do not see on the surface and, indeed, you do not have the means to maintain. That is where your webmaster (hopefully that is me ... ;o} ...) comes in. By setting your headlines to the proper "H" tags (H1, H2, etc.) You can emphasize what you want the search engine spiders to recognize as more important. In addition, by creating relevant "alt" tags (these are essentially the little popups that appear when you place your cursor over certain text, graphics, links, etc., you can again create an emphasis on the text contained in these tags. The way the links are set up on your menus can also help (or hinder...) your placement in the search engine lists.

There is more that can be done with the content, but hopefully you get the idea that what you say (and how you say it...) can go a long way to helping you move up in the search engine listings.

To view archives of past newsletters, click here

Thank you all for your business (and potential business...)

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