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Launching a New Website - SEO Marketing Advice to Get it Right the First Time



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Introduction

There is an overwhelming amount of work involved in successfully launching a new business. This is especially true when a leader really cares about their marketing efforts. Today, it's not enough to publish a nicely designed website with decent information. You've got to start at the roots with competitive assessment and good ol' SWOT analysis. You must know your brand's identity, strengths, and target audience intimately. Finally, you absolutely better know about your business' or services' industries. To get ahead, you'll need your products to be more desirable, affordable, and beneficial to customers than your competition. You'll also need to be visible to target customers. Your website is a powerful channel to convey these critical internal conversations with prospects and SEO is the methodology to extend your ultimate reach.

A great marketer knows that there is no shortcut to the necessary detective work. Effective marketing plans require thorough research and analysis of relevant trends and target audiences. The Internet provides a literal goldmine of behavioral data, demographics, industry statistics, and communication channels that make much of this homework easy. Such venues simply didn't exist in advertising's "wonder years," and if they are leveraged properly, they can give a new startup a real boost in their grass roots promotion efforts.

These opportunities must be maximized at the earliest stages for the best introduction of your new website to this buzzing social marketplace. Traditional marketing strategy is not a thing of the past. In fact, when an entrepreneur combines these proven techniques to modern search engine marketing a strong and effective strategy becomes the foundation for communicating your business' talents. Marketing strategy and SEO tactics should work together – never against one another. There should be a harmony among the marketed messages, chosen mediums, and adoption of internet technology and trends. Content quality should never be downgraded for fast SEO band aids that are based on immature reactions to consumer trends or Google updates.

Here's how business owners can get a website right the first time

Examine your market strategy in parallel with SEO best practices. Be mindful of Google page layout algorithm recommendations and value high quality content above all else. Do not let your website be developed with only branding or design steering the way. Spend some time, investing in learning SEO basics before you even begin brainstorming your new website.

SEO Recommendations for Startup Website Design

1. Ensure your page layout includes high quality text content above the fold. This means that the prime real estate of your website contains the most critical information to attract and keep your target audience's interest. In general, this is the area of your home page that fits nicely in your browser window and doesn't require scrolling down to access priority content. Recent Google Updates have penalized websites with heavy graphic presence above the fold. Make the most of your new launch by keeping these critical factors involved as design influences from the very beginning.
2. Many experts recommend a minimum of 200 to 300 words of meaningful and informative text that includes a mild density of relevant target keywords. You want every page to possess high quality, original content – do not duplicate text anywhere, if avoidable.
3. Also make sure that you spend the time to write relevant and optimized page meta-titles and meta-description tags. Use original text for every page on your website to avoid potential Google penalties for duplicated content.
4. Use the SEO industry's most respected tools to help analyze successful competitor websites within your target industries. Visit seomoz.org and test run their Open Site Explorer to view performance metrics on a competitor's site. Examine the inbound links their site possesses and see if any of these make sense to attempt link building with your website. Create a Google account and get to know the Keyword Tool in AdWords. You can get a good feel for how the world is searching for your products and services by brainstorming various keyword ideas here. Finally, plan to integrate Analytics code within your site to take advantage of this detailed and continuous analysis of your site's search engine performance.

Intelligent Google Products Provide Market Insight



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Perhaps you're already familiar with Google products; you may even have a Gmail account. Did you know that there is a wealth of resources at your fingertips if you choose to explore beyond the email. Each can help you to gain a head start on a healthy SEO foundation for your new website.

To get started, simply click on the small black arrow that shows up at the top-right corner of your Gmail inbox (next to your profile photo). Next click on the Account link. This will open up an overview of your account details that includes a button link to additional Google products on the left-hand side of your screen. Click the Products link to view the full selection.

AdWords

The AdWords tool is much more than PPC advertising. This is the place where many SEO gurus begin brainstorming target SEO keywords. After logging into AdWords, simply click on link titled Tools. Then, mouse down to select the Keyword Planner. Here, you'll find real-time data that shows exactly what and how the world is searching for nearly anything you can imagine. Start by typing in a keyword phrase that you think might make sense to develop a basic list of relevant ideas or type in a competitor's web address to see how they're being found by search users. The keyword tool makes it easy to develop a good list of SEO keywords with steady traffic and low competition. Brainstorm your list of ideas, check off any favorites, and download them for further manipulation in CSV format.

Analytics

As you develop your website, you'll want to be certain to include Google Analytics access for data analysis and strategic planning. This setup requires you to create an account and then add a snippet of code to your website. Full details on this process are available here. Once you've completed this integration, you'll be able to view an assortment of useful data that will help you to continuously monitor your website for improvements. Analytics will reveal the top keywords from referring searches as well as the site landing page performance with the keywords that led your audience to various pages. Spend some time learning how to setup goals for sales conversions and more to really gain powerful knowledge on your site's performance as you progress. There are many helpful reports in Analytics that help businesses to evaluate and refine their online communications.

Selecting Good SEO Keywords – A Few Basics

Keyword research is a carefully guarded SEO process that can often make or break a website's awareness, perception, and overall audience reach. Learning how to use an effective tool like Google's AdWords Keyword Planner will help you to be more effective when brainstorming keyword ideas, however, you'll want to understand how to evaluate potential keywords for their SEO performance capabilities.

If you're operating on a shoestring budget, it may make sense to stick to high traffic keywords that possess low competition. It's not impossible to capture some market share of more competitive keywords, however success here requires a commitment and investment in search engine marketing. The cost for SEO services will vary, but many respected companies offer programs for all ranges of budget. As you're performing searches in the Keyword Tool, you'll see the matching keyword phrases display along with these telling details. Starting out, it's much easier to achieve high rankings through low competition keywords, but it's only worth it if the phrase comes with a decent amount of search traffic. If there is a term that you really want to use, but there is no traffic available for this keyword you may be alone in your thoughts. There is absolutely no point in developing content for zero-traffic keywords. When the Keyword Planner displays very low or zero traffic for a particular keyword term, this essentially means that the world isn't searching for that phrase. Cross it off your list and keep moving forward. Some companies also choose to participate in a low investment test of AdWords to generate fast data on the best performing keywords for their organizations. This is an option you may also wish to explore.



Put Niche Content Directly on Your Site - Not Just Your Blog

Google often evaluates a site's quality based on the amount of high quality, relevant content that is available on a particular website. Create long tail variants of SEO keywords by enhancing their specificity to target audiences by relevant streams of descriptive words. For example, if your keyword is "best SEO services," you might consider; "best SEO services for Google," "finding the best SEO services," or, even "best business SEO services," as strategic variants. Relevancy is at the core of this strategy and a critical component of good search engine optimization.

When starting out, it makes sense for businesses to hold off on developing an external company blog. Instead, create relevant niche sections full of instructive and informative articles that include a mild amount of carefully constructed long tail keywords. Organize the pages on the root folder of your website and include core keywords in filenames, whenever possible. Remember to keep each page 100% original. Include internal links to additional useful content throughout all pages of your website. Don't forget about incorporating optimized page meta-titles and meta-descriptions for every niche page you create.

By investing time in meaningful and informative niche content, your site will be more valued by Google as a credible authority for highly relevant subjects. This provides more instant bang than the traditional company blog - and today much of the company personality is shared through social media. As your business grows, branch out & enhance your site with a blog. Include internal team members & share the workload of developing new content.

Social Media Provides Exponential Exposure

Finally, as you're developing your site, consider how you might integrate your visitor engagement with today's most popular social networks. There is a wealth of opportunity that exists on Facebook, LinkedIn, Instagram, Twitter, Google+, Pinterest, and even YouTube, among other venues. Take advantage of these tremendous platforms to increase your overall branding opportunities.

Form a small team of social media ambassadors within your company to initiate and maintain a constant social media buzz. Reach out to your customers on Facebook through promotions, information shared from behind the scenes, and more! Today, social media is more important than ever before and participation in these channels will often positively impact your website's overall perceived value. Links gained from leading social media platforms will often provide a noticeable boost to your website's search engine rankings – as will shares, likes, and +1's about your content.

Feeling Overwhelmed? Seek a Partner You Can Trust for Assistance

Does all this SEO business seem a bit overwhelming? The advice in this white paper barely scratches the surface of the complex strategies and processes that make a good SEO program hum. For an even better introduction to the marketplace, consider partnering with our boutique-style marketing firm for expert guidance.



Source Links:

“How to Set Up the Web Tracking Code,” by Google Analytics Support, November 12, 2012, from Google.com: <https://support.google.com/analytics/answer/1008080?hl=en>

“Beginners Guide to SEO: How Usability, User Experience, and Content Affect Search Engine Rankings,” from MOZ.com: <http://moz.com/beginners-guide-to-seo/how-usability-experience-and-content-affect-search-engine-rankings>

“How to Rise Above Lackluster Content - Making Your Content Marketing Work for You,” by Alex Biyevetskiy, April 18, 2013, from The YouMoz Blog: <http://moz.com/ugc/how-to-rise-above-lackluster-content-making-your-content-marketing-work-for-you>

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“Webmaster Guidelines,” from Google: <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=35769>

“Why the Google Penguin Update is Good for SEO,” by Matt Beswick, June 14, 2012, from Search Engine Journal: <http://www.searchenginejournal.com/why-the-google-penguin-update-is-good-for-seo/44336/>

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“Why Thin Content is Hurting Your Ecommerce Site & How to Fix It,” by Amanda Massello, February 1, 2013, from Search Engine Watch: <http://searchenginewatch.com/article/2240729/Why-Thin-Content-is-Hurting-Your-Ecommerce-Site-How-to-Fix-It>

