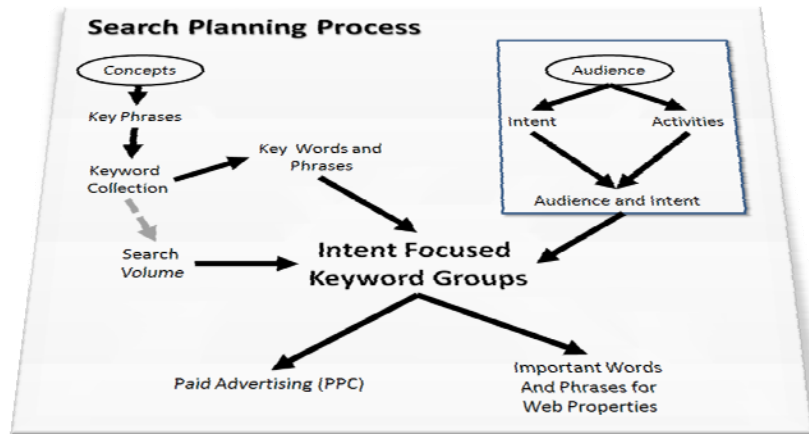


Bringing the right visitors to your web site

Not every web property is designed to draw visitors by appearing in web search engine results. For those that plan on using search marketing as a means of generating traffic, a top priority is to develop content that "attracts" search engines.

While there are a number of factors that contribute to successful search marketing, content is the foundation of any effective search marketing program. The construction of content, including word choice can have a profound impact on search results.



Some items to consider when preparing a web property to attract visitors through search:

- Links presented near the top of the search results page produce significantly higher volumes of visitors than those lower on the page or on following pages.
- Search results are driven by the presence, placement and frequency of "key words" – words that will be typed into the search engine's entry field.
- Sites that have not carefully developed their content for search marketing will most likely be present in the search results, but rarely near the top of those results.
- Most products and services present content creators with an overwhelming number of potential keywords– more than can be reasonably incorporated into a single web page.

Not all keywords are equal. Some words and phrases can be mapped to potential actions or **visitor intent**. Grouping keywords by intent presents a much smaller universe of words and phrases that can be considered for website use. Intent based keywords allow content creators to focus on words and phrases expected to attract visitors who are on the path to **convert** – commit to a desired outcome, whether it is a shopping cart purchase or a newsletter sign up.

Creating intent focused keywords is only the first step in successful content development. These keywords combined with relevant content will help to deliver the best possible visitors to your site. By creating compelling content and providing a path to action, you lay down the foundation for converting your visitors into customers, subscribers, or whatever your goal may be.

By picking the right keywords for your situation you not only drive the "right" visitors to your site, but you can then focus your efforts on conversion **and** your bottom line.