

## Moving Forward With Your Website - Part I

EllipsisWeb . . . Online Marketing  
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**Now that your website is launched, how do you get it to work for your business?**  
Here's a hint: *content is key...*

This is the digital-age-old dilemma. While it's become obvious by now to most website owners that if you simply build it, they will *not* come, you still have to know how to get targeted (pre-qualified) traffic to your website. There are many aspects to marketing a successful website and fortunately many tie in beautifully with ongoing improvements and expansions to your website itself.

*"Content is King..."*

This term has been around a few years and has probably by now reached it's Web half-life. Which only means it's become a known fact and holds true today more than ever. In drawing traffic to your website the major search engines (Google, Yahoo and MSN) hold all the cards. Whether we now find ourselves under the influence of their propaganda or simply cold-hard facts, it is the major search engines that have demanded that content becomes king.

**What the search engines are looking for today** is a way to trust that your page content is what the searcher is actually searching for. The days of search engine's claiming bragging rights over the number of webpages in their database are long over. It is now "relevancy" of the common search - your search - that matters. And it's the ability of you and I to find what we're looking for quickly and efficiently that will mark a competitive edge in the ongoing struggle for market share among these major search engines.

And this, of course, brings us back to our dilemma: as a website owner, what do you do to step into the slip-stream of this dynamic and bring targeted traffic to your website? The answer is, above all else: if the search engines are looking for content that is relevant, then give them relevant content - *and lots of it.*

**Now that you have your website launched** and properly representing your business, you should begin by periodically and frequently adding new content pages. Create pages to describe your products, your level of service, your product support and policies. Use articles written about your business and customer testimonials to create content support pages. Find articles that are relevant to your industry or niche and post them in a resources area of your website. Add pages to your website about the attributes of your business and how you stand above your competition.

All of these additional pages will help convince your visitors that they've found what they're looking for, and help *turn your visiting browsers into buyers.* And all of these pages will create new search engine listings and offer new channels for targeted traffic (potential customers) to find your business. Make your site useful and informative for your potential customers while building increased relevancy with the search engines.

**These areas of your website can grow over time** and the search engines will eventually find and index each page - expanding your presence throughout the SERPs (search engine results pages). As the number of your webpages grows, these additional content pages will draw new visitors that may never have found your business online. Over time and with a healthy expansion of your website, you may find that your site is drawing more visitors through these additional pages - and drawing many of them into your main product and services areas - than through the main pages of your website themselves.

So, even if the search engines have bent us to their will and the phrase *has* become a cliché; it still holds true that “content *is* king.” So grow your business online by giving the search engines what they want - *content... and lots of it.*

Gautch is the co-owner and Web Production Manager at EllipsisWeb . . .  
You can contact EllipsisWeb through email at [acme@ellipsisweb.com](mailto:acme@ellipsisweb.com)  
or online: [www.ellipsisweb.com](http://www.ellipsisweb.com)