

Radiant Website Design, Ltd. It's a new day for your business

Hi Cathy,

Have you tried looking for your website on the Internet without using your business name?

This is how potential customers who don't know your business but are looking for your product or service will be searching. Where did your business appear? First page? Fantastic! Second page? Ok. Tenth page?

SEO Best Practices

The tips in this month's newsletter will focus on "organic" Search Engine Optimization (SEO) as opposed to being listed in the "sponsored links" section that you pay the search engine (Google, etc.) for. That method also works...until you stop paying.

The top three practices to get the best results are:

1) Keywords

The words that users type into Google as search criteria.

- Must be in the content of your site.
- Must also be in specific locations on your site (such as the title and description tags in the code).
- Must be in a format search engines can read (not embedded in pictures or Flash animation).

2) Incoming Links

If a website outside your own provides a link to yours, Google perceives your site as being an important source for information on a specific topic and will increase your ranking. The more links the better.

3) Fast loading site

Google has started taking into consideration how fast a site takes to fully appear on screen because faster loading sites are perceived to be



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more user-friendly.

Things that slow down loading:

- Flash animation (especially if used as the whole site).
- Large graphics

Call today to find out how [Radiant Website Design, Ltd.](#) can help you get more customers to your website.

Here's one thing you can do yourself right away. It's free to get listed with [Google Places](#). It's the business listings you may have seen next to a map if you include a city name in your searches.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: Don't make me think!

Until we Geek again,

Cathy Gazzolo, the "Artistic Geek"
Creating websites that are easy to use and easy to find.