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Driving Sales Via the Internet - Five Start Up SEO Methods

Making more sales is the central reasons companies choose to optimize their web pages. The Search Engine Optimization or SEO process enables a business web page to appear as a search result when a user executes a search for product information on one of the common search engines such as Google or Yahoo! Savvy sales organizations have learned that getting company information into the hands of potential customers at the point in the buying process where the customer is researching a purchase gives the organization a strong chance to earn a new customer.

Going about optimizing the page can be a complex undertaking. Hiring a local SEO coordinator or consultant can be a good start. However, even if a consultant is engaged, it is useful to the enterprise manager to understand the main processes that will get the company page into the top search engine results.

This proven, five step framework has been used by [SEO Consultants in Denver](#) with great success. Here is a quick summary.

On Page Modifications - Finding or identifying meaningful words and phrases that describe the business and page content that consumers would also use in searching for information is a difficult chore. However identification of these terms and phrases (keywords) is essential as these are the terms that the search engines will use to understand what the business website is about.

When these phrases are identified, they should be used in the title, headlines and text of the web page. Use of these phrases in the content body though, should not be overdone. Overuse of these terms can be viewed negatively by search engines, so the web author should only use the keyword terms in a form that they would normally be used in conversation.

As finding these terms can be a challenge, the web owner should invest some time in learning keyword techniques. Several free keyword tools are available to help, including Google's Adwords tool. In the end though, effective terms and keyword phrases are discovered by understanding elements of the customer's behavior and language use.

Off Page Optimization - Elements included in the Off-Page effort include setting links and submitting your site to local directories. Off Page Optimization primarily centers on link-building or getting other sites to set links back to the business page. The more links pointing back, the better. Essentially, 'Off Page Optimization' involves letting your niche community know you are there. There are four sub-tasks to Off Page Optimization

Blogging Article Marketing Site Submission Direct Outreach

Blogging - is simply reaching out to other sites, commenting and leaving your URL with your comment. The search engines will see that you left a comment and will follow the link back to your site. These back links are extremely important in building confidence with the search engines that the site provides content described by the keywords. And remember to use a keyword phrase if possible as the name of the link that you attach to the URL

Articles - Writing articles for publication on the internet is a time consuming process, but the benefits can be significant. Establishing the company or individual's name as an author also builds business credibility. And by including or embedding a link to the business website within an article, a network of back links can greatly help attract more traffic as well as improve search engine ranking. Articles need not be long. A 500 word piece can be extremely effective if distributed to article publishing sites within your business niche.

Site Submission - Submitting a site to the search engines is useful especially for new or start up businesses. Google and Yahoo! eventually find sites on their own, but submitting the new site usually causes them to send out a search 'robot' to validate that your page exists and to evaluate its content.

Direct Outreach - This is perhaps a fancy term for simply asking others to set a link to the company's website on their page. Contributing content exclusively to these sites is a good reason for other sites to agree to this. As most website operators struggle to post new and relevant content, gaining a contributor for the price of setting a link is usually a good trade. This is similar to article distribution, but requires directly contacting other webmasters and

proposing the deal. It also may require some agreement that you won't distribute the exact same content elsewhere on the internet.

Other tactics help in the effort to get your page into the top Search Engine Results, but these five elements can get your page in the game.

[SEO Consultants Denver](#) help businesses of all types compete for new sales over the world wide web. With a track record of placing sites in Google's top ten results, our organization uses proven techniques and cutting edge techniques to win world wide web traffic and customers to business websites.

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