

Secret Tips to Make the Most of Your Business Online

There are so many “tricks” to getting your business found online and yet they’re not really tricks, they’re just not advertised for everyone to take advantage of. Let’s share some secrets...



Did you know that you don’t need a website to get found online? If you have read previous articles from me you will know that you can list your business with online directories WITHOUT a website. And I would have to say that it is even more important to list with the directories BECAUSE you don’t have a website. Otherwise every person who uses the web to find products or services will NEVER see your business, they’ll see your competitors.

So what are some of the “tricks of the trade”?

1. Keywords for Website or Business Directory Listing

If you have a website or listed with a business directory you will have been asked to identify keywords in relation to your business. Essentially keywords are the words/phrases that people type into a Search Engine, such as Google, in order to find a product. So if I wanted to find someone to help me with my tax, I might type in “tax advice”, “accountant”, “bookkeeper”, “taxation”, “chartered accountant” and so on.

If you have not included these words in your website or keyword list you are missing out on those customers.

It can be difficult sometimes to think of the right keywords because there can be so many variations or you might not think of the same words as someone else. So how do you pick the right words?

It’s easy! Google has a tool you can use to find your business’s keywords. It’s called the “Wonderwheel” and it really is a Wonderful tool!

When you type in your keywords in Google, you will be given a page of indexed results. You will also see a list of tools on the left-hand side of the screen with an option to see “more” at the very bottom. Select “more” and under “Standard View” you will see “Wonderwheel”.

When you select “Wonderwheel”, you will see a Wonderwheel appear with your keywords in the centre and a number of “wheel spokes” for all the variations of keywords that relate to your keywords. You can then select any of the examples and another Wonderwheel will appear with that word in the centre and all the variations around it...and so on...and so on....

See, easy! Now you can use them until your heart's content! And consider using it to find items for yourself on the internet, sometimes we can't seem to find just what we're looking for, so maybe a different word would make the difference.

2. Website Analysis and Improvement

Another feature Google offers you is Google Analytics which is analysis of your website. It includes; how many visitors you get, how many pages are viewed, how long do they view each page, which search engines, business directories or referral sources (e.g. Facebook) were used to find you, which keywords were used plus loads more. If you have a website and don't have access to analysis of your site activity you MUST do this! It's free and it's easy and it's invaluable for checking how your website is performing and how to improve it to get more people visiting, staying longer and contacting you.

3. Call to Action



In your website or your business directory listing, you should clearly have your contact details prominent with a "call to action". Most people operate from a perspective of "WIIFM", "What's In It For Me?" so you if you don't give them a reason to call you, they won't or they may call your competitor who did have a call to action.

You can include a competition, FREE or discounted product/service or newsletter so that there is an incentive for them to contact you.

If you don't have a website you can still do it in business directories. Some even have a specific space for this. You could advertise that if someone contacts you and quotes "Start Local" (the directory you listed in) you will give them 10% off. Not only will you attract more customers but when they quote the business directory you'll know how you're getting your customers...great research tactic!

4. Google Caffeine

No, Google hasn't released a coffee range! Although it's probably in the pipeline, they are doing new things every day it seems. The reason it is so important to understand Google is because over 80% of people who use a search engine, will use Google.

In early June Google announced that it had made a significant change to the way it searches and lists items and they named it "Caffeine". The change means that Google now rewards websites that refresh their content regularly. What this means for you is that if you have a website, it is even more important to publish fresh content as often as you can, whether it be via a Blog, News Updates, Competitions, Product Releases, Video, Images or Audio.

5. Competitor Alerts

Yes, Google again, they offer so much free stuff you can use for your business. Another tool available is the use of Google Alerts. This is related to your keywords, but you can use it to keep up to date with your competitors as well.

Basically, you select keywords and Google will send you an alert with a list of web search results including those keywords. You choose the frequency of the alert, the number of items listed and the type of items (blogs, news, video, discussions). You will quickly see whose business is being listed most often in results.

6. What's Your Competitor doing with their Keywords?

To check how your competitor's website is using keywords you need to view the source data. This is easier than it sounds and you don't need an IT degree to do it.

Simply open their website to its home page and look for the button "page" above the website, click on it and you will see a drop down list. Select "view source" and it will show you the source data behind the website.

In between the "title" tags you will see their website's title. You will also see their list of keywords listed as a "meta" tag.

This isn't just handy for your competitor's website analysis, but you can use it to view your own website. Remember not to copy and paste from others' source data as they can search just like you and you will get yourself in trouble when found out!

All these tips are FREE and easily used once you know how!

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PS. If you have a website, include links wherever you can...Google loves them! Link to an internal page, link to another website, link to a document...link link link! A great use of links is to make sure on every page of your website you have a link to your Contact page...make it easy for people to contact you as quickly as possible!