

# 5 Key Tips to Get Your Irish Web Site Earning in 2008

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Dear Mike,

It's hard to believe that the end of 2007 is less than eight weeks away. While the year has flown by for us at Ridge Web, it's also time for us to start planning for 2008. We hope the following article helps with your planning for 2008, and will help you get your web site earning **real** money for you next year.

Website Promotion, Search Engine Optimisation, Online Marketing...

Could we have it in English please?!

This whole area can be complex and frustrating if you are not familiar with it. It doesn't have to be this way, so let us demystify it for you.

It's simply about getting on the first page of Google for whatever your potential buyers think of when they first think about buying your product or services. Forget Yahoo, MSN and the rest. Sure they matter a little, but with approximately 85% of Irish web searches being run on Google, who really cares about the other 15%?

So, how do you get onto page one of Google for your buyers search terms? Again, it's not all that complex. Here are five key tips:

5 Key Tips for 2008

**Tip 1: Forget High Volume Submissions.**

Firstly, forget the dumb art of simple submission. Lots of companies will tell you that they will add some "meta tags" (you don't need to know what they are, I won't bore you) to your web site and then submit it to thousands of search engines. This may

site and then submit it to thousands of search engines. This may have worked five years ago, it doesn't now. Not for any search terms that are actually worthwhile. Don't waste your time.

**Tip 2: Get rid of "products.html"**

It's incredible how many sites still have filenames like "products.html" even after they have supposedly been search engine optimised. The filename is one of the most important things that a search engine looks at. All the search engine sees on this file name is that you sell "products". Wow! Who exactly goes to Google and just types in "products"?

Change your filenames to words and phrases that are relevant to your site. For example, if you type into Google "search engine optimization Ireland" you will see our filename come up on the first page. Note that all the other companies have to use their home page to get rankings that we can achieve through a secondary page. But enough of the self-plaudits, this is about you, not us!

**Tip 3: Each page needs to be niche focused.**

I'm forced to get a bit technical here. Everything on each page needs to be focused on just one or two keywords or phrases. Think of each page as your niche. The filename, meta tags, meta description, alt tags, and content all need to be focused on "search engine optimisation Ireland" for example. If this is too technical for you, then you need to work with a Search Engine Optimisation company. Feel free to call me and I'll explain it to you.

**Tip 4: Learn about Google Page Rank. You'll probably need a PR of at least 3.**

Again, I'm forced into being a little technical. You can read about what this is here:  
<http://en.wikipedia.org/wiki/PageRank> (or just type "wiki page rank" into Google).

I use the analogy of the European Song Contest when explaining Page Rank to my clients. The more votes you win, the higher up Google you rank. Except that the votes are other sites linking back to yours. Some sites that are very popular are worth more than others, so if they link to your site you get even more points.

To simplify this, you need to get other sites linking to yours. The quickest and easiest way to do this is to pay a search engine optimisation company to implement a link building campaign for you. Most companies have not put the budget aside to do this yet so if you can find the budget you will probably steal a jump on your competitors.

on your competitors.

**Tip 5: The Irish Market is Underdeveloped - Secure Your Patch in 2008**

The Irish SME sector has not really caught onto the power of winning business and sales inquiries over the web yet. Most sites with a page rank of at least 3 can get onto page one of Google on one or two search terms. There is absolutely no reason why a small company cannot outperform a large company in terms of search results.

Make 2008 the year you beat your competition on another business tactic. Call or email us and we can help you get there without massive budgets or enormous hassle. And good luck in 2008!

Thank you for taking the time to read our newsletter, we hope you found it useful. If you would like information on Ridge Web's search engine optimization services for Ireland please don't hesitate to contact me.

**Sincerely,**

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