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Are You Sabotaging Your Site's Visibility?

By Kalena Jordan

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A recent study of New Zealand's Top 100 Companies by us here at Web Rank Ltd has revealed that every single one of New Zealand's leading companies have web sites that sabotage their ability to be found by Internet users.

How did this happen? The study reveals that each site belonging to the Top 100 contains design elements that in some way negatively impact their compatibility with and visibility in search engines. As a result, many of New Zealand's leading companies are not found listed in the search results of the most popular U.S. and New Zealand search engines, impacting their potential online revenue.

Most Internet users rely on search engines to find product and service providers. Unless they know the exact website address or search by the company or brand name, they will try to find what they are looking for by using keywords that describe a product or service's features, benefits or attributes. By ignoring the most important method used by people browsing the Internet, these companies are sacrificing an enormous opportunity to attract more traffic to their sites.

Websites are often a very large expense for these companies, ranging from a few thousand to hundreds of thousands of dollars. To invest such a massive amount of time, money and effort into an online presence and not ensuring it can be found is like constructing a storefront without any doors. After all, what is the point of paying so much money for a web site that will never be found?

Does your web site contain any of the same self-defeating elements? Let's take a look:

~ 25 percent of the Top 100 New Zealand Companies could not be found for their chosen search terms in either U.S. or New Zealand search engines. Are you targeting the most appropriate search terms for your site?

~ 62 percent of the Top 100 New Zealand Companies fail to utilise their site TITLE tags effectively. Are you including keywords in your web page TITLE tags instead of just your company name?

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~ 13 percent of New Zealand's Top 100 Companies are using techniques that could get them penalised on search engines for "spamming". Are you avoiding techniques considered as "spam" by the search engines?

~ The majority (59 percent) of New Zealand's Top 100 Companies use little or no body text on their home page. Are you using plenty of text on your pages for search engines to index?

~ 42 percent of the web sites belonging to New Zealand's Top 100 Companies are inaccessible to the visually impaired. Are you using ALT IMG attributes for your graphics and image files?

~ 5 percent of the Top 100 New Zealand Companies are not listed in any of the most popular U.S. or New Zealand search engines examined. Have you submitted your site to the major international and

local search engines and directories?

~ 63 percent of New Zealand's Top 100 Companies do not include a META Description Tag on their home page and 70 percent of the Top 100 New Zealand Companies do not include a META Keywords Tag on their home page. Have you included relevant META Tags in your site's HTML code?

~ 78 percent of the Top 100 New Zealand Companies do not use target search terms within their home page text. Do you?

Addressing all these elements will ensure your web site has the best chance possible of being visible in search engines and easily found by your target audience.

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Good Quality Technical Content Is The Only Way To Get High Search Engines Ranking

By James Marriot

Most browsers use search engines and directories to search for information on the Internet. And therefore search engines are an effective way of acquiring visitors to your technical site. But good rankings in search engines, you'll need the help of a technical content writing service to write key word rich quality technical content. And one way to do this is to outsource your Technical Content writing to India. But, if you want to make sure your visitors keep coming back for more, then you need good quality technical content.

The first part of the process is getting more visitors to your technical site through search engine promotion and other conventional marketing methods. And the better your technical site content, the higher your chances. For this you've to increase the visibility of your technical site. A common technique that these technical content writing companies in India, often, use to ensure good ranking in search engines is to write articles pertaining to your site's topic. And keeping an archive of such articles on your technical site will help build your knowledge base. And anyone searching for

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information on the topics that you've written about in your technical site will find your articles listed in their search engine results. And the chances are that they'll probably buy something from you once they visit your technical site.

And with increased visibility, more visitors will come to see at least to see what this hype is all about. The second part is the more difficult one: keeping the visitors interested and making them come back for more. For this to happen, you need to provide quality technical information on your technical site. And for this, the best option is to seek the help of offshore technical content writing services that are easy to access. Quality technical site content will go a long way in increasing a technical site's search engine visibility. It'll also improve the site's conversion rate. Quality technical site content means happy visitors, which in turn means a technical site recognized as an authority and with good ranking in the search engines.

Then, the key here is technical content. So, for good quality technical content, you'll need the help of a good technical content writing service in India. And the best way to decide if the technical content writing service is any good is to take a look at some samples of the kind of work that they've done. One thing that you need to check to see is, if the content is relevant to your technical site. The content should have an apparent pertinence, suitability and purpose, to the topic at hand. Another important thing to keep in mind with regard to technical content writing is that the information provided in your technical site should be reliable, and linked to reputable external resources.

Also, all the information that a visitor to your technical site requires should be easily retrievable via the main body content, "site search" text entry box, site map, site index, or plainly and sensibly categorized archives.

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