

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Is Your Web Site Really Marketable?

By Jake Gorst

Is Your Web Site Really Marketable? by Jake Gorst

In general, some ideas are doomed for failure from the moment of inception. For instance, the medical tonic for "stupid vision" described in the Ebert papyrus of ancient Egypt. This was a concoction of pig's tears, lead and honey that was meant to be poured down a blind man's ears. Bad idea? I should think so!

In addition to bad ideas, many nations have archaic laws that are actually still in effect, even though nobody knows about them. When we learn of them, we usually end up rolling on the floor laughing. For example, Wisconsin state law makes it illegal to serve apple pie without cheese. In Memphis, Tennessee, it is illegal for frogs to croak after 11 PM. In England it is illegal for a Member of Parliament to walk into the House of Commons in a suit of armor.

As extreme as these examples are, thousands of people try to develop Internet businesses around ideas of the same mental magnitude or general irrelevance. Do you have a concept for a new e-business Web site? Is your concept marketable, good enough to be accepted by your target demographic? Will your concept stand the test of time? How do you know if your idea is a good one or a bad one? The answer lies in research.

Research involves more than asking your friends what they think. If your idea is bad, they will either be up front and say so, or praise it because they think they're encouraging you.

The most effective way of determining if your idea is a good one is to ask your potential customer base. Obtain a mailing list of people interested in your type of product or service and send out questionnaires. Learn as much about your target Web audience as you can. What do they need to make their lives better and richer? How much would they be willing to pay for your product or service?

You may also want to talk to others related to the field, but do not give away the store. Prepare a list of key questions that will help you understand your target market. Then ask your questions in an informal setting. Go to trade shows and seminars. Read everything you can related to your concept. Absorb as much information as possible.

Is Your Web Site Really Marketable?

Once you've convinced yourself that you're on the right track, commit your idea to a business plan. This is important even if you have an established brick and mortar business and are just bringing it to the World Wide Web. It helps to organize and streamline your thoughts. The business plan is a key element in the design process. Be creative and accurate.

If you have capital to develop your project you may still want to distribute your plan to investors. If they consistently balk, it is time to reevaluate your idea. If you find an investor that believes in your idea, he or she may be able to assist you in refining it, streamlining it.

To sum up, determining if your Web site concept is really marketable requires research! Never assume that your idea will fly. Do your homework!

Big Site? Make the most of it on Google

By John Saxon

Big Site? Make the most of it on Google by John Saxon

For many people a five or six page web site is all they need or want, but for others, selling services and products on the internet, a hundred page site is barely adequate - if you're one of those companies then here are some tips on making the most of your site on Google and other deep search engines.

One of the sites we manage is 520 pages packed with content and informative articles. It has some 10 / 12 levels of pages in its structure and we became aware that Google only indexed 126 of those 520 pages, what was going on?

Maximising each page

We worked diligently with the web site owner to optimise each page, ensuring it had a unique and the page content was rich in the KEYWORDS for that topic, for instance if you're trying to get onto Google with `content management systems' and the phrase `content management systems' does not appear on the page in HTML text then you won't hit the top 1000!! Similarly if the phrase `content management system' appears lots you will still fail because Google sees `system' and `systems' as 2 totally separate words

Remember, each page has a , , and ALT TAGS if you, or the designer has simply duplicated another page, as a template, in the design all your pages will have the same attributes as far as the spider is concerned.

Spider depth

Most spiders do not index below level 3 and therefore they do not find what may be very important pages at all. In addition we noticed with Google Page Ranking that the Index Page was 5/10, a level 2 page on the same site was 4/10 and a level 3 page was 3/10. Presumably pages beyond level 3 are considered so insignificant that the spider has been programmed to ignore them.

Is Your Web Site Really Marketable?

In addition the spider was stopping dead at drop down menus and graphic links it could not move beyond. Spiders essentially follow HTML text links and that's about it. If you stick to that rule you won't go too far wrong.

Our challenge was therefore to bring every page, no matter where it was in the site, to a level 3 position at least - without changing the structure of the site itself, so the spider would index it and the page ranking would be higher. This would give us 520 marketable, optimised pages rather than 126.

The solution was quite simple. A site map - we simply spent a few hours setting up a site map with a link from the index page (making the site map level 2) and then an HTML text link to every page on the site, making every page on the site at least level 3.

The next time the site was spidered by Google, there it was, 520 content rich optimised pages and an

increase in traffic of 1000%

Big sites, make the most of them, don't keep your content hidden under a bushel!!

John Saxon is technical director of site-pro limited a site offering free tips, tools and articles for web site optimisation - the site may be visited at <http://www.site-pro.co.uk>



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!