



**Search Engine Optimization
and Webmarketing for
small & local business websites**



Successful web marketing with a small & local business website

The requirement for successful web marketing and online advertising is always a

=> user-friendly & search-engine-optimized website

Every webmarketing activity includes a link to your website. Therefore, the content of your website must be easily understood by search engines and website visitors. Remember always the path that will take most of your website visitors:

- Through a search engine the web user finds your company's website.
- Due to a perfect user-friendliness of your site the web user will contact your company.

=> What's good for the user, is always good for search engines !



Search engine optimization and web marketing

1. Understand your website as an additional sales channel
2. Create a logical website menu structure
3. Find your relevant keywords
4. Write useful content ... including your relevant keywords
5. „Design“ your Google search results
=> maintain important meta-datas individual for every page
6. Use clever Google Tools
7. Basic web marketing and online advertising for new websites
8. Don't cheat search engines



Search engine optimization and web marketing

~~SEO = Technology~~

SEO = Editorial work



Search engine optimization and web marketing

1, Understand your website as an additional sales channel

- A website is not only a business card or a presentation platform.
- The path of a potential customer from his first interest till contacting your company is on the web totally different from other advertising media.
=> So do not copy just the design and the words from your printed promotional materials for your website !!
- Create a unique „web store“ for your business, like you would open up a „physical store“ in another city.

Valuable tips:

- Give your website a modern, interactive „look & feel“.
- Publish added value for your customers on your website (e.g. free PDF info files, FAQ about your products or services, check list downloads, etc.).
- Introduce your company open to new media like Twitter or Facebook.
- Offer your customers an e-mail newsletter on a regular basis.



The structure of your website: Quick and easy to understand

2, Create a logical website menu structure

- All pages of your website must be visible in the navigation structure.
- Large scaled websites should have a main navigation plus sub navigations and also a so-called bread-crumbs navigation
Home > Main category > Sub category > Detail page
- Don't use hidden or playful navigation menus
- Avoid badly programmed Flash or Javascript for navigation bars

Valuable tips:

- Use for anyone easily understanding terms in your navigation menu
=> Home – Services – Products – About us – Contact – Imprint
- Bring main navigation and sub navigation visually close to each other
- The navigational structure of your website should show the structure of your company => so customers understand your company intuitively



Search engine optimization for every single page of your website

3, Find your relevant keywords

Keywords are those terms that search engine users use to obtain information and offers to your companies type of services and products. **Listen to your customers well**, to identify the **right keywords for the website of your business**.

It is not important, how **you** want to describe your products, services or business core – **the words of your customers** are much more important! If you don't use your customers words, they can't find your website on the web.

Valuable tips:

- **The regional component is important**
=> Hairdresser in Berlin – Beauty shop Frankfurt City
- **The Google keyword tool helps**
=> <https://adwords.google.com/select/KeywordToolExternal>



Search engine optimization for every single page of your website

4, Write useful content ... including your relevant keywords

- Write short, concise and informative texts.
- Avoid generic and inconcrete statements in your texts.
- Set the most important information at the beginning of a text.
- No prose please – only hard facts and the benefits for your costumers.
- Don't forget your relevant keywords in your texts.

Valuable tips:

- **Keyword density**
=> Use your top-keywords often enough
- **Alternate terms for your keywords**
=> Hairdesser – Hair Studio – Coiffeur – Hair stylist



Search engine optimization for every single page of your website

5, Design your Google search results

The page title of every website page is very important, because the page title is the headline and the website link of a search result in a search engine result page (SERP).



Hair & Soul - Friseur-Salon in Freudenstadt - Sandra Kantorczyk ...
Hair and Soul ist ein **Friseur** in **Freudenstadt**. Das **Frisör**-Team Hair & Soul ist Experte in Haarverlängerung, Braut-Frisuren und Hochsteck-Frisuren.
www.hairandsoul.de/

Valuable tips:

- **Think well about every page title of your website**, because they directly affect the look of Google search results for your website!
- Use 5 till 10 words that describe the content of this particular page
=> Use your relevant keywords here !!!
- Write the most important keywords at the beginning of the page title !!!



Search engine optimization for every single page of your website

5a, Maintain important meta-datas individual for every page

- page title <title> => For every page an individual title text with keywords
- meta-tag <description> => Compact description of the page's content
- meta-tag <language> => „de“ says: „in German language for Germany“
- meta-tag <robots> => „index, follow“
- meta-tag <keywords> => can never hurt ;-)

```
<meta name="Description" content="Hair and Soul ist ein Friseur in Freudenstadt. Das  
Frisör-Team Hair & Soul ist Experte in Haarverlängerung, Braut-Frisuren und Hochsteck-Frisuren.
```



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Valuable tips:

- Other meta-datas are not necessary
- Create a sitemap.xml for large websites
- Instruction for search engine robots: robots.txt



Search engine optimization for every single page of your website

5b, Maintain important meta-datas individual for every page

This is the only way to get every product and every service you offer into the search engine result pages – so your companies website is included completely in the Google index.

[Der passende Haarschnitt von Hair & Soul in Freudenstadt - Friseur ...](http://www.hairandsoul.de/html/haarschnitt.html)

Trendfrisuren, moderne Haarschnitte und einfach nur Haare schneiden, dies alles bekommt man bei den Frisuren von Hair & Soul in Freudenstadt.

www.hairandsoul.de/html/haarschnitt.html

[Professionelle Haarverlängerung - Friseursalon Hair & Soul ...](http://www.hairandsoul.de/html/haarverlaengerung.html)

Eine professionelle Haarverlängerung sollte nur vom erfahrenen Friseur durchgeführt werden. In Freudenstadt sind die Profis für eine Echthaar-Verlängerung ...

www.hairandsoul.de/html/haarverlaengerung.html

[Friseur-Dienstleistungen von Hair & Soul - Frisör-Salon in ...](http://www.hairandsoul.de/html/dienstleistungen.html)

Der Friseursalon Hair & Soul in Freudenstadt ist der junge Friseur in der City. Die Friseur-Dienstleistungen reichen hier vom Haare schneiden über ...

www.hairandsoul.de/html/dienstleistungen.html

[Haare färben mit den Haarfarbe-Experten von Hair & Soul - Der ...](http://www.hairandsoul.de/html/haare_faerben.html)

Bei Hair & Soul in Freudenstadt werden die Haare von Haarfarbe-Experten gefärbt. In dem Friseursalon stehen Sandra Kantorczyk und ihr Friseur-Team als ...

www.hairandsoul.de/html/haare_faerben.html

Valuable tips:

- **Don't use standard phrases** for the page titles and page descriptions.
- Use your relevant keywords always in the page titles and descriptions.
- Write good texts here, because real people will read these texts on Google !!!



Search engine optimization and web analysis for your website

6, Use clever Google tools

- Google Maps – Local business center
=> Here your companies website is represented stronger than in the standard SERP's
- Google Webmastertools
=> Here you get valuable information about the technical part of your site
- Google Alerts
=> Let Google search for your companies name, your products and competitors on a daily basis
- Google Analytics
=> Extremely detailed web statistics tool

Lokale Branchenergebnisse für **friseur** im Umkreis von **Freudenstadt**



A [Walde Friseur](#)
www.friseur-waelde.de - 07441 1514 - [Mehr](#)

B [Coco](#)
maps.google.de - 07441 892611 - [Mehr](#)

C [Life Style-Hairstyle](#)
maps.google.de - 07441 87770 - [Mehr](#)

D [Frisör Etage um's Haare](#)
maps.google.de - 07441 4949 - [Mehr](#)

E [City Friseur](#)
maps.google.de - 07441 3000 - [Mehr](#)

F [Michael Kroemer Friseursalon](#)
maps.google.de - 07441 82930 - [Mehr](#)

G [Sabine Reholz Friseursalon](#)
maps.google.de - 07441 85186 - [Mehr](#)

[Weitere Ergebnisse im Umkreis von Freudenstadt >](#)

Google Web-Alert für: **friseur freudenstadt**

[Friseursalon](#) | [Lesezeichen](#) | [oneview](#)

braut-frisurfoliensträhnen**freudenstadt****Friseur****Friseursalon****Frisör**. Friseursalon muss Schmerzensgeld für verunstaltete Haare zahlen ...

Dieser Google Alert wird Ihnen einmal täglich von Google zur Verfügung gestellt..

Diesen Alert [löschen](#).
Weiteren Alert [erstellen](#)
Ihre Alerts [verwalten](#)



Make your website known on the World Wide Web

7, Basic web marketing and online advertising for new websites

- Register your company in business portals – with a link to your website
=> For example: yellow pages
- Register your company in web directories – without a reciprocal link exchange
=> For example: DMOZ.org
- Register your company in online bookmarks portals
=> For example: linkarena.com – delicious.com
- Use free press release distribution services to communicate your daily business
=> For example: free-press-release.com
- Advertise on Google AdWords
=> The most effective advertising for small budgets
- Use Twitter – especially for B2B-contacts
- Open a Facebook account – especially for B2C-contacts



Warning – Warning – Warning – Warning – Warning !!!!!!!!!!!!!

8, Don't cheat search engines

- Get links to your website only from well-run and reputable websites – „bad neighborhood“ can have a negative impact on your companies website.
- Prevent links from your website to poorly managed and non-reputable sites.
- Avoid unnecessary, reciprocal link exchange with website without any editorial value for your website visitors – pay attention to relevance for your topics.
- Never heaping too many internal links on one page of your website. Search engines check the link-text-ratio for every single page of a website.
- Don't try to exaggerate search engine optimization tips, for example senseless keyword usage in page titles or page descriptions.
- Do not develop special pages on your website only for search engines, for example doorway pages with automatic forwarding to other pages!
- No layout tricks, like white text on white background. Google unmaskes such action as a violation of Google guidelines and punish it.



Professional search engine optimization in Berlin

Sven Deutschländer is always available

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sd@SEO-Profi-Berlin.de
www.twitter.com/dskom
www.facebook.com/SDBIn



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