

ISSUE 1 VOLUME 2

WEBWISE™

SMS WebWise™ is a bi-monthly newsletter dedicated to keeping SMS clients and prospects advised of new web site techniques and opportunities in the fast changing Internet marketplace.

Want to receive more marketing tips, news, and info? Sign up for our e-jottings by sending an e-mail to anita@smsmktg.com with NEWS as the subject line.

Analyzing Your own Web Site

An analysis of one's own web site can be a difficult task, but a task that must be done periodically in order to keep the site current and effective.

The analysis needs to be brutally honest. Here are some important factors to be considered:

1. Home Page Appearance. Is it attractive and inviting...or dull and boring?
2. Is the layout intuitive or confusing?
3. Can a visitor navigate the site easily and find ANYTHING within 3 clicks?
4. Is the content complete, well written, and illustrated?
5. Is the web site registered with the appropriate search engines?
6. Is the site designed to be friendly to search engine crawlers and spiders to maximize ranking?
7. Is your web site an important part of your marketing effort?

8. Is your web site updated frequently?

Important Note: Search Engine Optimization is a very important element in site design, but the criteria is very frequently modified by the search engines. Routine review is necessary to ensure that the site is ranked as highly as possible. (see overleaf)



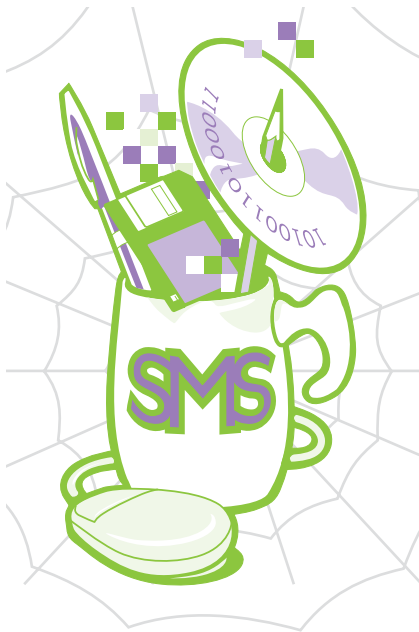
Want a **FREE**, Objective, Analysis of your Web Site?

Simply e-mail anita@smsmktg.com and request an analysis of your site. You will receive a complete review of your site with no obligation whatsoever.

We know you have burning web site questions to ask us. Let the SMS WebWise Newsletter quench the fire! Send your questions about web site marketing to info@smsmktg.com or call Anita at 856-697-1257. Your answer might appear in the next WebWise issue.

Future Topics of WebWise

- ☛ How to Advertise on the Web... and Get Results
- ☛ How to Improve Your Site's Rank with Search Engine Optimization (SEO)
- ☛ Adding Animation to Content
- ☛ Writing for Web Sites
- ☛ ...and more. Don't miss an issue.



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**Tangled up in web site
problems and questions?
Helpful information inside...**



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SMS
scientific
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WebWise™ University: SEO 101

Q: What's this hot new topic of search engine optimization (SEO) that I keep hearing about?

A: Search engines (Google, Yahoo, MSN, etc.) use "spiders" to index web sites. When a searcher types in keywords, the search engine then posts the results in order of relevancy. Obviously, you want your site to place high on that list. But how do you get your site listed towards the top? You need to optimize your site to make it easier for search engines to find you. Here are some tips on how to do that:

- Include about **250 words of text** on your home page, using keywords and phrases that searchers might type in to find you.
- **Links, links, links.** Links to your site from other highly recognized sites are vital. If your site has many links pointing to it from other important sites, search engines think that your site is important as well. Paid or free link exchanges, providing pertinent and updated content, and having a great site can generate links to your site.
- Use a **site map** and/or links within your page's text to make sure that the spiders can easily jump from one page to another within your site.
- **Avoid large Flash openings**, because they can essentially inhibit the spiders from indexing your site. A small Flash window within your home page is more ideal.

Please note that these are just a few tips to help optimize your site, and the "rules of the game" keep changing over time. If you would like a **FREE QUOTE** on our SEO program for your site, please call Kevin at **856-697-2341**.