

VOLUME 3 ISSUE 4

# 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](mailto:anita@smsmktg.com) with NEWS as the subject line.

## The Importance of Keeping Your Web Site *Up to Date*

**J**ohn Q. Prospect opens up his web browser and goes right to his favorite search engine. He types in a search...looking for something that you happen to sell. How can you make sure your company's site is listed on that crucial first page of "organic" (nonsponsored) results where he is likely to find the information he is looking for? **Answer: Your site needs to be relevant and up-to-date!**

Think about it, nobody wants to visit a stale, dusty web site to find information on a company or, better yet, to buy something. Mr. Prospect wants to feel that this company is legitimate, growing,



and providing value in exchange for his valuable time or money. A web site that hasn't been touched in ages won't catch the eye of a potential customer, while search engines may also begin to ignore this site and drop it from the top rankings. Double whammy!

So, what are some ways to keep your site fresh for visitors and search engines alike? Let us count the ways:

- **News Releases:** While news (press) releases are important for reaching members of the media to inform them about your company's news, they have become extremely vital to driving visitors to company web sites. Write releases with strong keywords, release via a news feed, and add to your site's News section (you do have a News section, don't you?)
- **Content:** The content on your site should be descriptive, and, like news releases, should contain keywords that prospects may search for. More importantly, make sure each individual page is optimized rather than trying to lump all of your keywords on your homepage. Homepage = general keywords; product pages = specific keywords.
- **Case Studies:** Talk about how you've recently helped solve a problem for a customer. These case studies, updated regularly may generate click-thrus from search engines.

- **Newsletters:** Got a newsletter chock full of information? Post each issue on your web site. When posted properly, this information will gradually get picked up by search engines and enable you to become an authority in your field.

So why not help Mr. Prospect find your site via search engines, AND give him the value he's looking for when he gets there? Update your site today! Call us at **856-697-1257** to discuss this important topic in more detail. Thank you.

## Want to Continue Receiving Market Jottings & Web Wise?

We hope you enjoy receiving our free monthly marketing newsletters as much as we enjoy sending them. To continue receiving the print versions, however, we are requesting that you e-mail us at [mstaff@smsmktg.com](mailto:mstaff@smsmktg.com) with your name and company name in the message so we can keep you subscribed. If you are a client—no need to contact us, you're stuck with us and will continue receiving our newsletters no matter what!

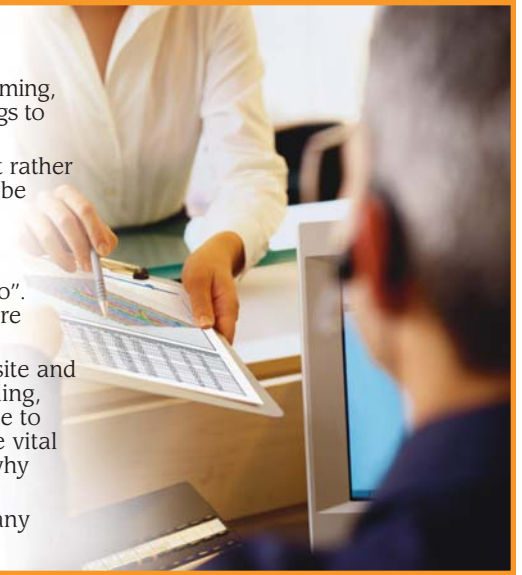
Our newsletters are always available at [www.smsmktg.com](http://www.smsmktg.com) in PDF format for your perusal. And if you would like to receive our supplemental e-jottings e-newsletter, you can sign up online. Thank you and thanks for reading!

## What to Watch for in Your Web Stats

As part of SMS' hosting services, we provide monthly web stats. This data can be overwhelming, but can also help you understand what's happening with your web site. Here are three things to keep in mind while analyzing your site's stats:

- **Hits:** Keep in mind that "hits" doesn't refer to how many people came to your site, but rather how many files per page were opened by visitors, and on any given page there could be multiple files. Over time, your hits-count will vary depending on activity of your site. Graphs show this activity and can give you an idea of what marketing tactics may be working to drive people to your site.
- **Sessions Info:** In the SMS Web Stats package, you'll see a section called "Sessions Info". These numbers are more straightforward and give you an idea of how many people are visiting your site. This is a better indicator of visitors compared to hits.
- **Search Engines:** This section tells you which search engines referred visitors to your site and also gives you a list of the keywords they punched in to find you. This can be very telling, especially if you run a Pay-Per-Click campaign (i.e.- which search engine drives people to your site may be the best place to advertise), as well as to find out what keywords are vital to your site. Then you can focus your optimizing more on these words or figure out why other keywords are not getting visitors to your site.

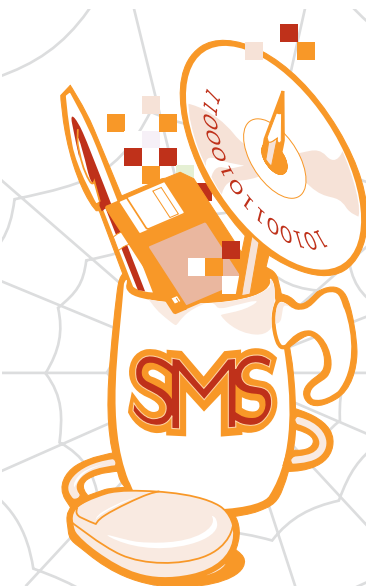
Indeed there is much more from a Web Stats report that may interest you. If you have any questions about Web Stats for your site, please contact us at [856-697-1257](tel:856-697-1257).



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**Do You Update Your  
Web Site as Often as  
Your Hairdo?**



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