Inglisekeelne kokkuvõte internetiturundusest ja Saurus CMS kasutusvõimalustest selles vallas Robin Gurney käe alt. altex marketing, keda Robin esindab, on Sauruse pikaajaline partner kes lööb kaasa nii meie tootearenduses kui ekspordi edendamisel.

René Lasseron, Saurus

Search Engine Marketing (SEM) Guide

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Search engine marketing requires a combination of business, writing and technical knowledge and skills. Whatever your current level of knowledge about Search Engine Marketing this guide aims to clarify some key points and show you how to get started and take advantage of the SEM options in Saurus CMS.

As with any marketing activity you will want attract your target audiences & markets. In the case of search engine marketing your target audiences are internet searchers who are looking for information related to certain words and phrases.

You might want to use search engine marketing to create direct responses (e.g. generate enquiries, leads and sales), to drive people to your website or maybe you see the opportunities in developing the branding potential of search engine marketing.

Search engine marketing is different to other forms of 'online advertising': it satisfies the internet user at their point of need/desire. When people are looking online for things that your organisation can deliver, it is important to put your website on their radar.

It is important to remember that search engine marketing is essentially a writer's skill. Ranking high in the search engines for a phrase is not enough. The text they read in the search engine results will determine if they click or not, and then the text on the relevant landing page on your site will determine if they want to engage with you further. It's important to make sure all the elements work together or you will just get high rankings but no customers!

If you are a techie then your skills are needed too! You will need to oversee how a search engine marketing campaign fits with the other priorities of your business and your skills will be especially valuable to explain to others in your organisation just how this stuff works and why it is important.

A good search marketing campaign is a team effort and involves the input of the writers, technologists and marketers.

With Saurus CMS and this SEM guide you can take the first steps to creating a valuable flow of new visitors, and customers, to your website. Remember that more and more people who are ready to 'do business' will start with an online search. If your website cannot be found then they cannot buy from you.... and your competitors are just one click away.

Search Engine Marketing Basics

You have already identified that search is important to your business. You want more search engine visitors at your website. Good idea! It is estimated that 90%+ of all B2B buyers use search engines to find suppliers and partners. It is also estimated that over 75% of the world's web users use search engines regularly. If you get search engine marketing right then you will see impressive increases in visitors, enquiries and sales.

There are 3 different types of search results:

1. **Organic results**. These are the results you see in the main central results section when you search. Most people trust these 'natural' results and over 60% of people click on one of these. If your website is 'search engine friendly' and fully, and correctly, optimised then a page from your website will often appear on the first page of the search engines' results where over 90% of searchers click. The Saurus CMS functionality has been designed to make it easier for you to increase your rankings in these organic results.

2. **Paid results.** Search engines like Neti, Google and Yahoo all provide a paid placement solution for search advertisers. You can buy 'words' so when a searcher is looking for 'your words' your advertisement appears. This is usually a banner ad or, more frequently now, a text ad that looks similar to the organic listing. Often these 'paid ads' are called sponsored listings. It is also possible for large sites to ensure that all their pages are listed in some "search engines". This is called paid inclusion. The global paid search market is growing fast. The predicted market size is €4.5 billion by 2009. Paid search marketing is important, but you should not forget that over 80% of search engine users ignore the paid results so this is not a fix-all strategy.

3. **Paid and directory listings.** There are many directories and industry/interest specific websites that will offer you the chance to 'be listed' free or for a one off/ annual fee. Usually you complete a form and submit it to an editor who reviews your site and puts you in an appropriate category.

Which Search Engines and Directories are important?

Well that depends on your target markets. If you only sell inside Estonia then you should focus on Neti, www.ee and Google plus perhaps a whole range of info-portal sites such as Infoweb.ee

If you want to attract foreign buyers then you need to promote to a much wider range where Google, Yahoo, MSN and AOL dominate. Usually, each country also has its own national language search engines that carry a significant share of the search market like rambler.ru in Russia, siets.lv in Latvia, onenet.pl in Poland etc.

The language of international business is English and so it is important to know which English language search engines are most used too.

As a search engine marketer it is important to identify which search engines your target markets use and "prioritise and promote" your website to as many of them as possible.

Then there are also speciality search engines for every subject you can imagine: shopping search engines like Froogle.com, image search engines and B2B buyer exchanges. In fact, for your business, there are probably hundreds of relevant directories and search engines - especially if you are looking to increase your foreign sales e.g. export, tourism, real estate etc.

About the new Search Engine friendly Saurus CMS 3.4

Most important of all the search engine marketing activities is to ensure your website can be found in the organic natural results provided by the search engines.

So Saurus and a Tallinn-based company called altex marketing have worked together over a period of nearly 6 months to ensure you now have access to the search engine friendliest CMS in Estonia. For any company who values search engine traffic, Saurus CMS is now the natural choice.

What follows below is a list of the upgrades made to the Saurus CMS, what they mean and how you can take advantage of them. Please note that there are no magic secrets to effective search engine marketing and this guide should be seen as a general introduction rather than a specific solution to your individual needs. To take complete advantage of the Saurus CMS we would suggest you consider taking professional advice or services from experts.

Each search engine analyses your website in similar but different ways. However there are some commonalities that mean that if you take advantage of the Saurus CMS upgrades your website will be more search engine friendly - in the broadest possible sense.

Search engines do not just look at the visible content of your website, they also look at the HTML source code too (and whole bunch of other things not covered in this guide). One of the most important areas of the code contains the metatags. The most important ones are the title tag and description tag.

Title

What: The title tag is the line of text that shows at the top of the browser window above each web page. It is the most important tag on the page. The words in the title tag also appear in bookmarks or when you save the page e.g. as a favourite.

Why: The title is also shown in the search results in search engines. Studies suggest that around 30% of people focus on the content of the title before deciding whether to click or not.

How to take advantage? Make sure you write a short and attractive page title that describes the content well and might entice the searcher to click. Include words that you know or believe searchers would use to search for the information on this page. Saurus CMS enables to define the page title on each web page.

Good title example: „Free search engine marketing guide."

Meta Description

What: The description tag is 'hidden' in the code and sometimes seen in the search results, but not on the visible part of the actual web page. Some search engines look inside the description tag. The description is sometimes displayed under the title in search results.

Why: The meta description tag is a good place to summarise the content of the page and maybe include a sales or marketing message. Over 40% of searchers make a decision to click based on the text displayed under the title in search results. The description tag often provides this 'text snippet'.

How to take advantage: Use this tag to write something that gives the searcher a reason to click. Make sure that the text you write for the description tag includes the keywords you used in the title, the words that this page is optimised for. Saurus CMS enables to define the meta description on each web page.

Good example: „Free search marketing guide. Saurus CMS provides low cost search engine marketing friendly content management systems."

Keyword tags

What and Why: Opinion is divided on the relevance of the keyword tag. Certainly it is not as important as it used to be but some smaller search engines may still examine the keyword tag. This is where you can put words associated to the content of the page but do not actually appear on the page already. Some people argue that you should only put words (in the keyword tag) that already exist on the page. However it is not too important and certainly leaving the keyword tag empty will not hurt your chances in the search engines. It is here for the sake of tradition and completeness.

How to take advantage: It's a good place to put plurals and misspellings and other words that might be used to say the same thing. You can also use to keep a record of your search engine marketing notes for that page!

Possible example: „Estonian, software, designers, tallinn, talinn, talin, web, internet, business, solution, search engine optimisation, optimization."

Heading tags (H1-H6)

What: As the name suggests the H tags are supposed to be used in the article titles, headings and subheadings of a web page's content. You can use H tags as an alternative to prominent text, which you might have previously added/coded as images. Often the content of H tags are in a different colour, font or bold.

Why: H tags are heading tags and some robots see them like 'magazine article headings' and give their content extra importance. Proper use of H tags also makes the text easier for the human eye to scan the page for the main subjects.

How to take advantage: Use H tags to summarise the title or highlight the important aspects of page information. Use sub headings to draw attention to key points. Try to use words in the title and description tags in the heading

tags to increase the 'match'. If a search engine "sees" a word or phrase appearing in the title, the description and the headings then it will score well and rank high(er) in the results. Use relevant, connected words in headings too.

Main heading example (H1): „Search engine marketing guide"

Sub heading examples (H2-6): „Title tags", „Description tags", „Keyword tags", „Heading tags" etc.

Image Alt tags

What: You are probably using some images on your website. Search engine robots cannot read or understand image content yet so they rely on the words they find in the Alt tag instead. Alt tag text is shown (or heard if using a screen reader) when a mouse hovers over the image.

In Saurus CMS you can add a title text for each image now.

Why? If you have a picture of your new product then label the image clearly "product x" so someone can find it in Google Image search or other image search engines. Also note that sometimes you might use image maps to generate page headings and other 'important' text. Again you should consider adding an Alt tag with the same text.

There is another reason to use Alt tags. Visually impaired users who use screen readers rely on the content of the Alt tags to understand the page better. Not filling the Alt tags means those users cannot understand the images meaning or context.

How to take advantage: Write useful descriptive texts to explain your images. If possible, use words that are relevant to the theme of the page.

Example image description: „Photo of Robin Gurney (altex) and René Lasseron (Saurus CMS) launching the new Saurus search engine friendly content management system in Tallinn Estonia."

Be careful not to overstuff the Alt tag with keywords or you could be banned by the search engines. Be reasonable.

Sitemap

What: The Saurus system now automatically generates a sitemap of your website.

Why: Both humans and search engines like to be able to easily see what is on your website. Not only is this helpful for users to find content on your site but it also helps the search engines do the same thing. Search engines robots can now understand (faster) when your content increases or changes, which should make their results more accurate.

How to take advantage: Make sure that the anchor text (the text you see when you roll over the site map links) contains descriptive information about that page. Use words that help users and search engines understand the theme of your site better. It is also possible and advisable for large site owners to consider customising the site map further to involve show categories and sub-categories of pages.

Static URL

What: The address of each page on your website can now have real and useful words in them rather than just numbers,. Page addresses can now be changed so instead of having ?id=1234 (number) you can now have /productx (word) for example.

Why: Search engines look at the address and if they find a word that matches the content then they rank that page a little higher (than one using 'mumbo jumbo' instead) plus it makes the page's address easier for humans to remember.

How to take advantage: Make sure the most important words that describe the page are in the address of the page. Use „aliases" text box in Saurus CMS page editor to specify the static URL.

Example: „www.saurus.ee/search-engine-marketing-guide"

robots.txt

What: The robots.txt file controls where the search engine robot can go and what it is allowed to see. Robots are gentlemanly and follow the robots.txt instruction.

Why: Search engines send 'robots' to look at your website when someone searches online. These robots need to access your website to have a good look around.

How to take advantage: You need to...do nothing. We have added a robots.txt file in the product standard installation so the robots will index each page and follow any links it finds on the page. This means that more of your pages should be found in the search engines in the future.

Note: It might be that you do not want some pages indexed, for example: if they fall in the middle of an e-commerce process or another stepped sequence. If there are pages you do not want to be found in search engines then we can adjust robot access for that individual page. Contact your system administrator or edit the robots.txt file directly in the website root directory if you have access to it.

RSS support

What: RSS means Really Simple Syndication and it is a way of distributing information feeds to people who have chosen to receive them.

Why: In the era of blogs and news syndication it is crucial to share information. If you publish news on your website, have a newsletter or regularly add fresh content then it might be good to make it available to your more advanced users who prefer using RSS feeds as opposed to email and bookmarks.

RSS feeds tend to be checked by the search engines more frequently and some people argue that they also gain higher rankings in some situations.

How to take advantage: Your site developer can create any type of information output, would it be a normal web page, a RSS-feed or a special page for mobile devices for example. Take a look at Saurus' support pages (www.saurus.info/support) for technical samples. The software's XML import feature allows reading data from other feeds so you could publish related news from trusted third parties.

Valid HTML code

What: Over recent years software and internet "standards" have appeared. Companies like Saurus, who are committed to best practice, have voluntarily agreed to make their software comply more and more with these. Saurus CMS is now fully compatible with CSS and XHTML standards from the W3C consortium.

Why: The XHTML standard and the use of cascading style sheets (CSS) make it possible for web developers to use HTML code which is much more understandable to the search engines. Also W3C compliant websites are more accessible to humans too. By making your website fully compliant with these standards you also help visually impaired and other disabled users gain full access to your site.

How to take advantage: If you plan to add your own code to your website then to ensure your site continues to be fully compliant you should test it using a tool at http://validator.w3.org from time to time.

Link checker

What: Saurus CMS has built in link validation tool which allows you to find any broken links: deleted documents in your server, pages in other web site which have been moved to another location or typos in e-mail addresses etc.

Why: Both search engines and humans hate finding error pages, broken links and missing content. This link checker will alert you when something is wrong so no one is disappointed.

How to take advantage: Schedule a regular time, say once a month, to check your links and maintain a fully operational and navigable site.

About the author of this guide

Robin Gurney is a senior partner at altex marketing, a European internet marketing agency based in Tallinn, Estonia. Robin has advised over 100 organisations around the world on internet marketing strategy. More about Robin and altex marketing here http://www.altex.ee/Robin-Gurney-Birgit-Naur-Siim-Teller

altex marketing primarily works with Estonian exporters of goods and services (including tourism, private education and real estate businesses) to maximise the commercial benefits offered by the internet.

See what some people are saying about altex here http://www.altex.ee/internetiturundus-kliendid-partnerid

altex issues a free internet marketing newsletter http://www.altex.ee/internetiturundus-uudiskiriand arranges regular emarketing events http://www.altex.ee/e-turundus

Robin also blogs about internet marketing for exporters here www.altex-marketing.com

Why outsource your Search Engine Marketing ?

Many of you will have the time and the skills to take FULL advantage of the SEO friendly features in the Saurus CMS. Some of you might not. Before you decide whether to handle this activity in-house, give it to your web agency or use a specialist like altex marketing please consider these points:

- **Research**: Which search engines do your targets use? Which words are they searching for? Which search words deliver real buyers to you and which just produce casual surfers?

- **Empathy**: A successful search marketer also needs to understand the limitations of web technology but also understand and achieve the goals of the marketing department.

- **Multi-skilled**: You will need a combination of copywriting and research skills plus the ability to 'talk techie' from time to time and of course be able to sell the benefits to executives too.

- **Speed**: Search engine marketing is not rocket science; I confess it's true. But an experienced person can deliver results much faster than someone doing it for the first time. Would you trust a beginner to create a TV ad? (after all, anyone can use a video camera can't they?). Just consider the thousands of people searching the internet for products and services just like yours every day. Every moment wasted is another missed opportunity. Missed opportunities means missed profit.

- **Cost**: Yes it costs money to hire a specialist but at altex, for example, we have invested time and money in buying and learning to use a wide variety of tools and data sources. If you were to buy the same tools and invest the time that we have then it will cost a lot more than you think. The cost of doing search engine marketing wrong is potentially very high. Everyday enthusiastic amateurs, and beginners, use some illegitimate techniques (do not believe everything you read on the web, there is a lot of conflicting information 'out there') which results in their website being banned from the search engines or the results are penalised. The biggest cost of getting it wrong is 'not believing'. If you try search engine marketing and do not get the results you hoped for (because you did not know the best solutions) then you might give up and that would be the biggest mistake of all.

- **Results**: Can you guarantee results for your effort? altex or any high quality search engine marketer should be able to offer you results based pricing or some sort of a guarantee.

- **Personnel**: If you do decide to develop in-house skills then train 2 people not 1. The fact is that search engine marketing skills and experience are quite rare so you might have difficulty hanging on to your specialist. This is especially true in Estonia.

- **Other things to do**: Do you or your team really have the time to do everything that is necessary? Search engine marketing is an ONGOING activity that requires constant tuning (like all good marketing) If you really value search engine traffic then get a specialist who will deliver the best results and faster that you can. If you do not really value search engine traffic then how will you be able to justify the necessary time input? (especially at the beginning where the work is hard and rewards are slow to appear). altex only does internet marketing: no web design, no programming, no hosting, and no distractions.

- **CPD**: (Continual Professional Development) Search engine marketing is a profession, like web design, media planning & buying, public relations, software programming and to be the best takes constant updating. I have been involved with internet marketing since 1997 but I still admit I learn something new every day. I have to keep up to date with one the fastest growing, exciting and effective marketing channels in the modern age.

Still not convinced? Saurus clients get a free consultation and 10% discount on altex services.

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