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## Biz Tips: Make each click count on your web site [PRINT](#) [EMAIL](#)

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By Matt Ward

The Internet is once again revolutionizing the way we do business and those who choose to ignore this will soon be left behind the times and, their competitors. More and more people are relying on the web to find products and services, network with colleagues and conduct business. The Internet is not just a place to find business; it's a place to do business. And if you're spending any amount of resources on your internet strategy or relying on your web site to generate leads, you have to put time into building traffic and getting that traffic to contact you.

The web has become an integral part of any company's marketing and public relations strategy. However, many businesses small and large are unaware of the strategies they can implement to increase the overall effectiveness of the site, build traffic and convert that traffic into qualified prospects.

The first thing to pay attention to, and I might say the easiest to wrap your head around, is the overall nurture and feeding of the company web site. Search engines such as Google, Yahoo and MSN love fresh content. A good rule of thumb is to make sure you are adding fresh content at least once a month. One easy way is to post company press releases or informational articles on your site. You should even consider creating an entire newsroom.

### Rank and title

Inbound links (those that are posted on other web sites) directly affect your search engine ranking. There are many low-cost and even free ways to build your inbound links. You can post press releases and articles on free PR sites. Many of these sites are free and some charge a small fee. You can post contact information on industry sites particular to your field and you can ask your vendors to post a link to your site.

A ranking report will tell you where your web site ranks in various search engines. Any reputable web site design or development firm can run a ranking report for you ranging from \$25-\$150, depending on the firm. It's a good practice to run these once a month. You'll get an idea of your overall ranking and you'll also see where you rank up against your competitors.

From there, you can now craft a plan for search engine optimization or what is now commonly known as SEO. You can hire a SEO firm but if that is not in your budget, there are a number of things you can do to up your ranking. Make sure you have a unique title for each page. The blue bar at the top of your browser is your title.

For instance, if you run a real estate business in Worcester, instead of using your company name try something such as "real estate agent Worcester." Again, post content often to your site and start a blog. Blogging adds content.

While I can't help you in closing the sale, I can offer a couple tips to help convert your website traffic into possible prospects. Make it easy for people to inquire about your

services. On your contact page, ask as little information as possible. Ask for name, email and daytime telephone number.

Many people are turned off by lengthy contact forms. If you are using a pay-per-click program, make sure you have a separate landing page just for that ad. You can then track your conversion goals and adjust your search terms and keywords accordingly.

Using the Internet as a true marketing tool takes time. So be patient, be flexible and adjust your strategy when necessary to ensure you are hitting your target and you're converting hits into dollars.

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