

## Beware website changes that loose sales.

An effective website is a work in progress.

The content changes to reflect the evolution in your business; your offerings, even your target clients. But sometimes changes can quite innocently have a catastrophic impact on your website's sales effectiveness.

Let's examine which changes to your site can impact its sales effectiveness:

### Change a few words...

As innocent as changing a few words sounds, it can alter the page's *keyword profile* - the signature text a search engine sees on that page.

The keyword profile correlates with the searches that your site will rank for.

If your edits change it sufficiently that the site is no long presenting to prospective clients, then there is a real possibility of impact on sales.

Keyword profile is not something to be casually fiddled with.

### Change a filename or directory

If you completely rehash your site then the individual page file names or even directories are likely to change.

Generally this is not a problem unless of course, you're lucky enough to have an inbound link to that page. Suddenly your luck changes because the inbound link doesn't connect to your site anymore which has a number of consequences including:

- **Lost referral visitors**  
A good link would have brought visitors to your site, but not anymore! You've unknowingly slammed the door shut on those prospective clients. Goodbye sales. If you've got Analytics you'll know exactly how many referrals you just lost **L**
- **PageRank**  
Google's quality score PageRank is directly related to inbound links. If you loose one or more links it may impact your PageRank which in turn will loose ranking in Google.
- **Keyword profile**  
Page file & directory names and link tags all have influence on your keyword profile so you may have unknowing skewed your website's keyword profile further.

## Damage control

Well it's not all bad news; there are a few things you can do to be prepared and an important part of that is being aware of the risks and managing them appropriately.

## Which pages rank?

Understanding which pages in your site actually rank and what keywords they rank for is extremely important in these situations.

Typically your home page will rank highest because it normally has the best PageRank, but often the page that attracts prospective clients is another page altogether!

Google a range of keywords you think clients will use and see which pages rank for each keyword. Chances are they will be different pages in your site. If you are really organised you'll have Google Analytics installed and it's a no-brainer.

The strategy here is to preserve the ranking pages at all cost; so think twice before modifying them. Get advice from a professional rather than compromising your sales.

## Finding your inbound links

There are two methods:

**Use a link: command** in Google i.e. in the Google search bar type link:<your website address>  
Note that Link: is quick but not always comprehensive.

### Google Webmasters Tools

This environment allows you to see and set characteristics about your website in Google's infrastructure. You need a website developer (or an internet marketer **J**) to commission it for you. You can download a detailed report of inbound links to pages in your site.

### Protecting inbound links

Now you've identified your links get your web developer to set redirects from the linked pages to its replacement page.

A 301 redirect will preserve your valuable PageRank from the incoming link and also automatically redirect incoming visitors to the right page so they can still buy from you.

## In summary:

Don't be reckless about making major changes if your site performs well  
Having access to information and expertise can reduce the impact of changes

If your site doesn't perform well then you probably need to make changes anyway!

I hope you find this helpful information to coax your website into becoming a viable sales tool. If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc.

Previous newsletters; business presentations etc are available from [www.succinctideas.com.au](http://www.succinctideas.com.au) and my blog [theinternetmarketer.com.au](http://theinternetmarketer.com.au)

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Bests wishes to you and your family for the festive season and I hope to catch you in the new year!

Sincerely,

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### **Assign your website a sales budget**

Treat your website like a sales person. Set a budget and demand results.  
Investigate why if it fails to meet the budget. Bang the table. Make it happen!

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