



Succinct Update August 2007

Link for sales

Getting your value proposition in front of clients is key to sales success. Getting that message on Google's first page of results is mandatory for online sales success, and here's how you can help make that happen.

Seek quality links from other websites to yours !

It's almost too simple, but it's true - and you can do it yourself. Here's how:

Inbound links (i.e. links from other sites to your site) have a positive influence on your site's Google 'Page Rank'. Improving your Page Rank will in turn improve your web site's search ranking and it will tend to be placed closer to the top of search results.

The same links often guide sales prospects to your site as well. Double bonus!

Links from high page rank pages will have greater influence on your page rank, so seek them out using the Google Toolbar¹ which has an optional Page Rank Display. Don't forget to check your competitors' Page Rank too!

Quality inbound links increase sales leads; building sales for your business. Include 'link brokering' in your business negotiations; networking conversations et al.

Internal Links

Links with-in your website help both of the two types of visitors in your website:

- **Humans**
Guide your human visitors to browse more of your content by providing contextual links. Coax them to know more about why they should buy your 'widgets' with links to explain more about some particular aspect of your text and help them with their purchase research.
- **Search spiders**
Not the eight legged ones; but the software used by search engines to find out all about your website. Search engine spiders² use your site's internal links to discover its content.

If the spider can't discover a page because there are no links to it, then that page's content will not be available for search, and you are missing out on search result opportunities!

NB Spiders can't follow certain website menu systems, and as a result sites not fully known to Google occurs much more frequently than you might imagine. See Succinct Update April 2007 *The top five website issues in Adelaide* for more

details.

Check how much of your site Google found by using the 'site:' command as detailed in the Feb 07 Succinct Update *Digital marketing tools that YOU can use* **especially** if your site's menus use any of the following technologies:

- Flash navigation
- Dynamic navigation
- DHTML navigation
- Image maps
- Redirect & META Refresh tags
- Framesets
- DHTML layers
- ActiveX controls
- JavaScript menus and pages
- Java pages and site maps

If you are not sure then speak to your web developer, or buy me a coffee J

In summary; **links translate into sales.**

References:

1. Google Page Rank http://en.wikipedia.org/wiki/Page_rank
2. Search Engine Spiders http://en.wikipedia.org/wiki/Search_engine_spiders
3. Succinct Update April 07 www.succinctideas.com.au/marketing/topfiveissues.asp
4. Digital marketing tools YOU can use www.succinctideas.com.au/downloads/Succinct%20Update%20Feb%202007.pdf

If you are interested in using the internet to generate sales then I recommend you take the time to review this information - you can be sure your competitors are! If you'd rather not be tortured by my ramblings, but see some opportunity for your business online then contact me and we can arrange to meet over a cup of coffee.

Also if you think this information is useful please feel free to forward it to peers, business associates etc. This and previous newsletters are available for download from the [Succinct Ideas](http://www.succinctideas.com.au) website for your convenience – and they are free.

If you do decide to plagiarise my work, I'd appreciate a link to my site J

Cheers

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