

March 2009

More for less. Part 1

This Succinct Update is the first in a series of internet marketing strategies to help you get more out of your website for less.

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Tune your website for Sales Success is our new ebook.

A practical guide for busy business folks who want to get the best out of their website.



Contains no *geek speak!*

Save \$\$\$ by
DIY internet marketing, then
get more \$\$\$ from your
more
sales effective web site!

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Links: The new media asset

The current economic stress is forcing businesses to be more creative and cost-effective. Being able to attract sales leads cost-effectively is paramount for profitability; even survival.

This newsletter reveals how you can improve your own business website's sales lead generating performance for free.

Google rules!

Google rules the internet because it consistently gives good quality search results for its users.

How? Google puts quality sites higher in search results, so when you search you see the best quality website results first.

If you want more sales you have to rank higher. To rank better you must convince Google your site is higher quality!

Google's rules

Google's quality score is called PageRank™ a number from 0 to 10. A PageRank of zero generally means your site is going to be buried at the bottom of search results. It might rank for your business name or some obscure search terms, but certainly not for competitive terms.

Alternatively your site would dominate search results if it has a PageRank of 10.

If you want sales then you need to rank competitively for search terms prospective clients use. You need PageRank!

Like many things in life, PageRank is easy to get; and yet not.

Links = PageRank & more!

PageRank is influenced solely by links to your site from other pages i.e. *inbound links*. The very best links are those from pages that have a good PageRank.

You've got to trust me on this one; inbound links are good; in fact they are REALLY good. Links have three distinct values for your site:

1. **PageRank**
Links help build your PageRank; assuming there's a good PageRank at the other end. Building PageRank helps your site rank higher for search results.
2. **Sales leads**
Links guide prospective clients to your site. For free!
3. **Build your keywords**
The link's *tag text* reinforces your website's target keywords

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Vertical Update?

Regular Succinct Update readers may notice this edition is a bit different.

After much encouragement from Barbara from [A7 Designs](#) I'm taking [Vertical Response](#) for a spin around the block.

If email marketing is something that you are interested in, (and to be frank you should be!) I'll be reporting my experiences on my [blog](#).

So far I'm very impressed.

[Let me know](#) what you think about the newsletter in this new format.

Getting Links

By now you should be nearly convinced there's value in links, but how do you *get them*? As I said *it's easy, yet not* and this is the "yet not" bit... You have to do it.

You have to persuade business associates, peers, industry groups, clients and mates; in fact anyone who has a website with a decent PageRank and convince them put a link back to your site.

These good folks have to invest their time and their money to put your link in their site, so the best way is to leverage your relationship with them.

Buying Links?

Sadly you can't buy links anymore. They used to be commonly available, but just like cheap petrol, you can't get them any more.

Google decided it was poor form to buy links because it misrepresents the site's quality. They started a link seller vendetta and even have a "dob in a link seller" page. www.matcutts.com/blog/how-to-report-paid-links/

I notice advertisements offering to sell high PageRank links out there; but of course you can still buy snake oil too... Buyer be aware.

The best links?

Use Google's Toolbar to check the PageRank for potential link value before you invest your time and effort in the first place! See how here: <http://theinternetmarketer.com.au/2008/11/viewing-google-pagerank/>

How many links?

The answer really is enough links to beat your competition. Google has indicated 20 or more links.

Note that Links disappear too, and I've seen PageRank decrease regularly as a result. Suddenly disappearing from significant rankings can be a stern reality check. So treat collecting links as an ongoing task.

Time frames

While we are familiar with the internet's immediacy, Google takes its time with PageRank, recalculating it only approximately every 3 to 4 months.

Some SEO conspiracy theorists also suggest that links should be collected gradually and gently over a period to time. I subscribe to the *do it now; get results now; get more links later; who's got time to wait anyway* theory.

Conclusion

Links are sales assets for your business, and unbelievably they are free.

This information in this newsletter can make a *real difference* to your website's ability to generate sales leads. If you find it works (and it will) then please acknowledge that with a link to my website(s) from your site :)

sincerely,

Peter Cornish

peter.cornish@succinctideas.com.au

If you do decide to plagiarise my work, please acknowledge it with a link to my website. 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 and my blog www.theinternetmarketer.com.au

Sincerely,
Peter Cornish