

From: Succinct Ideas [Succinct_Ideas@mail.vresp.com]
Sent: Tuesday, 18 August 2009 1:07 PM
To: succinctideas@adam.com.au
Subject: Succinct Update : Google Maps : High profile exposure

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Succinct Update

Website moves? Don't forget to tell Google

Aug 2009

Hi Peter,

Solar Spirit Australia

Solar Spirit Australia is a committed group of volunteers building a world class solar car for the World Solar Challenge 2009.

Facing competitors with budgets in the \$ Millions this local SA team are operating on donations to build what is taking shape as a really viable entry.



Please help us fund Solar Spirit Australia by making a donation.

Businesses can participate in a structured sponsorship program or

Individuals can support the

Don't forget to tell Google when changing your website

Moving house ? Naturally the first thing you do is tell the power & phone companies etc so these services get redirected to your new address.

It's exactly the same situation for your website. Let Google know if you are editing content, moving pages or even domains so that it can continue to send sales leads to your site.

Surprisingly, some changes that can impact your Google ranking happen relatively frequently, and if not managed appropriately can have an impact on your site's ranking.

Website redesign

A common example of a change is a website redesign. Changes range from editing page content, through to moving to a new web designer and their web hosting service. Pages in your site change filename, or disappear completely and new pages appear. All of this unannounced to Google.

Google will discover all the changes and things will return to normal eventually... but when ? Left to its own devices Google may take weeks or months to do this.

The faster Google knows about these changes the quicker you have some certainty about how the site ranks, along with greater chance of attracting relevant clients.

WebMasters Tools

Google's Webmasters Tools (WMT) is a very important resource to help you gauge and fine tune your website's Google "alliance" including managing content changes. Check it out here:

www.google.com/support/webmasters

XML Sitemap

This search engine street directory for your website will explicitly direct Google to all your current pages, so ensure it is kept up to date. Read [more here](#)

Links

A significant risk with removing or renaming pages is that you may lose valuable links into your site. As links are the [New Media Currency](#) we

team by purchasing a [Watt Hour of Power](#).



Please contact me on the details below if you have any questions at all.

need to take every precaution to preserve them.

Identify which pages have inbound links then ensure they are preserved. WMT also provides tools to identify links and their sources.

Moving to a New domain

Occasionally you may choose to move your site to another domain to reflect a change of business name etc .

In these cases it is vitally important to preserve your site's Google PageRank™ as it takes time and effort (hence cost!) to accumulate and it can be completely neutralised by a poorly managed website domain migration.

If your web developer or IT Support people look at you quizzically when you mention preserving your PageRank seek expert opinion immediately!

Summary

In summary, if your website is working well as a sales lead generator then protect this commercial advantage, just as you would any other business asset.

If your website is not paying its way by generating sales or sales leads, then you have an opportunity but make sure you capitalise on it before your competition does!

I hope you find this helpful information to coax your website into becoming a viable sales tool.

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.

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

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