



Succinct Update June 2007

Is your SERP working for you ?

One of the great unrealised opportunities for many websites is optimising its 'advertisement' in search results; your site's Search Engine Results Page or **SERP**.

After you've searched, the results page display shows selected details about each website found to help the searcher decide which best matches their needs.

[Succinct Ideas - Digital Marketers - Unleash the internet sales ... ?](#)

Succinct Ideas is a **Digital Marketing** Services Provider based in Adelaide South Australia.
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We've all seen them, but maybe were not aware of the sales importance of these innocuous three lines of text so let's look a little closer.

A SERP is typically formatted like this:

[This is the SERP first line](#)

This is the **SERP's** second line which should contain a compelling reason to go to your website to read more about your services.

[www.your website address](#)

When your site is in a search result page, it is your SERP that will have greatest influence over the viewer; rather than the misnomer that it's your website's ranking – well OK – you have to be above the 'fold-line' on the first page of results.

If your SERP successfully influences the searcher and then they click on your SERP you get the opportunity to pitch your business and ultimately sell; if not you've lost a sale.

The SERP is one of the most critical pieces of copy in online sales.

How do you manage your SERP ?

Search engines use information from your website's metatags to compose your SERP. Have you noticed how some website's SERPs are filled with awkwardly composed even apparently random text ?

If the contributing metatags are empty the search engine will look elsewhere trying to find something useful to show the searcher about your site. Unfortunately the text it often finds might be meaningless and certainly not a compelling pitch for your site.

Given the critical nature of your website's SERP, don't leave it to chance; make sure it is 'managed' by using your site's meta tags to ensure your SERP gives you a chance to generate sales leads.

How bold is your SERP ?

Notice how many words in your search are **bolded** in the SERP ?

Always use 'keyword rich' phrases in your SERP to make your SERP **bold**

How many SERPS does a site maketh ?

There's a SERP for every single page in your site, so make sure you make the most of them !

For more SERP information checkout Wikipedia <http://en.wikipedia.org/wiki/Serp>

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. There's also a PDF version of this and previous newsletters on the [Succinct Ideas](#) website for your convenience.

Cheers

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