



Succinct Update April 2007

The top five website issues in Adelaide.

Continuing on the self-help theme of my last newsletter [Digital marketing tools YOU can use](#), this newsletter reveals the most common digital marketing issues I'm encountering with South Australian business websites.

I've listed these in a Tonight Show 'top five' style in ascending order of online sales 'damage' the issue presents. The *more details* links below will take you to additional information including suggested resolution(s) on the [Succinct Ideas](#) website.

If your email program *protects* you from hyperlinks in emails you can read the full article here: www.succinctideas.com.au/marketing/topfiveissues.asp

5. No or few inbound links

Links from other websites to yours can significantly improve your site's rank in searches. [More details](#)

4. Technical defects

Technical defects prevent your website from realizing its full search effectiveness. [More details](#)

3. Website not fully known to Google

Any pages not indexed in your website are 'invisible' to search. [More details](#)

2. Keywords not aligned with business

If your website keywords are mis-aligned with your business or your client's searches you're losing sales online opportunities. [More details](#)

1. Website unknown to Google

If Google has not found your website, then neither will a prospective client searching for your products or services; you are effectively invisible on the internet. [More details](#)

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 but are still interested, then contact me and we can arrange to discuss this 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 our previous newsletter on the [Succinct Ideas](#) website for your convenience.



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Cheers

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If there is someone you think would value this information please feel free to forward it to them or encourage them to subscribe to our newsletters at www.succinctideas.com.au