

Urban Myths

More visitors = better ranking

I've been told many times now by well meaning but sadly disillusioned people that a site that has many visitors will therefore rank higher in search results.

The reality is the opposite; a site that ranks better in search results is more likely to attract visitors, and not the other way around!

Google says ranking is determined by "over 200 signals" and based largely on PageRank™ (Google's web page quality score) and Hypertext-Matching Analysis (the examination of content in your site not just the target page).

This Urban Myth is:



[Wikipedia](#) defines *Urban Myth* as a contemporary legend thought to be factual...

As an emerging discipline Internet marketing is unfortunately plagued with misinformation. I encounter a disturbing number of Urban Myths including some of these tales

Do you have a question on internet marketing that you would like answered ?

[Email it to us](#) and we will

A significant amount of contemporary business is conducted via email, and so what does your email address say about your business?

- Does your email address invite prospective clients?
- Is it memorable, friendly, personalised and professional?
- Is it easily recognisable and remembered?

In an on-line sales situation your email address is just one of numerous attributes that prospective clients may take into account when judging your business; even before they have met you!

Let's examine a few examples to illustrate this.

Email addresses that don't relate to your website

Use your website domain email (e.g. peter.cornish@succinctideas.com.au) rather than your Internet Service Provider's (ISP) email (e.g. petercornish@adam.com.au) to reinforce your website's address.

Avoid using free email services like Hotmail, Gmail etc or risk losing trust and even appearing amateurish.

Use your website's domain in your emails for:

Brand recognition

With your website domain in your email address, Clients don't have to think about who the email is from; it's built into your email address. There is immediate trust about who the email is from or going to.

Other email addresses from your business are also easily recognised and trusted.

Your email address is an important element reinforcing your businesses' professionalism and branding in sales communication.

ISP Lock in

If you change Internet Service Provider (ISP), unfortunately your email address also changes leaving you with the hassle and cost to replace printed marketing collateral and notify existing clients and associates.

Succinct Update

What does your email address say about you?

provide answers for the most popular questions in our next newsletter.

Setup email addresses via your website hosting package and redirect them to your ISP email address. Most web hosting packages include several email addresses and a redirection facility.

Your clients continue to email your web domain email address, but you control where those emails go. You even get the freedom to take advantage of any good ISP churn offers! :)

Email addresses that tell a story

You have control over the email addresses in your website domain, and with some creative effort can easily produce one or more email addresses that complement your offerings and make your email communication more appealing.

Here's some suggestions:

your first name@<yourbusiness>	The personal touch. You are emailing ME. I will provide you a <i>personalised</i> service
first name.lastname@<yourbusiness>	A more formal and professional approach. Make your business look like a corporation.
stays@<yourbusiness> bookings@<yourbusiness> info@<yourbusiness> admin@<yourbusiness> accounts@<yourbusiness>	Functional email addresses that make it clear what the email is about.
Catch all email address	A <i>catch all</i> email address directs <i>any emails</i> sent to your domain to you. You can invent <i>any email address</i> at all (in your web domain) and it will arrive in your inbox. Invent special occasion email addresses eg XMAS@<yourbusiness> or track sales campaigns with a unique email address eg yellowpages@<yourbusiness> etc Handy to capture address typos too but beware of spam!
Edht34@<yourbusiness.com.au>	Cryptic email addresses can make it difficult for people to

Succinct Update

What does your email address say about you?

remember or even type.

If there is a deep meaning in it will your clients understand; will they remember it; will they care?

From: Your email address 'handle'

As a final note on email addressing refinement, check what "From" you are sending to your clients. This is your email 'handle' that appears in recipient's From column. The easiest way is to scrutinise email replies.

The From field is configured in your email program (in Outlook it is labelled 'Your name' in Account Settings) and should clearly reflect you and your business.

Summary

Email is an increasingly important part of client communication, and your email address is yet another opportunity to engage, communicate and differentiate your business with your clients.

sincerely,

Peter Cornish

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If you think the information in this newsletter is useful, I encourage you to forward it to peers, business associates etc. Please feel free to use this content, but only if you acknowledge it with a link to my website www.succinctideas.com.au.

Previous newsletters; business presentations etc are available from www.succinctideas.com.au and my blog theinternetmarketer.com.au

Cheers,
Peter Cornish

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Unleash the internet sales potential in your business!

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