



# Three Surefire Ways To a Great Website & Great Business

I blogged about the three things required for your website to be truly effective:

1. Keyword Selection
2. Search Optimized and Friendly Web Site
3. Links

When I realized how closely related these are to our offline goals and processes as business owners:

## **Keyword Selection**

First we must define our market and our services. Defining keywords runs parallel to this. Not only does keyword selection run smoother if a business has already thoroughly examined this, but through keyword research many companies are forced to further analyze their own services and markets and just who Exactly they want to target. That target keyword is then analyzed against for competitiveness against potential payout, much the same way traditional businesses analyze a market before jumping in.

## **Search Optimized Web Site**

Ok, so maybe the search optimized part doesn't necessarily apply, but do you have a nice brand, a logo, and an office location that are attractive, easy to read, easy to reach via car? Do you have a lobby that has a friendly atmosphere?

Websites are the digital mirror of your very real company.

It doesn't matter if the bosses office is amazing, with fountains, marble tile and a tame gold necklace wearing lion in the corner... if the lobby has coffee stained walls and there is a huge hole in the floor.

A website is a reflection of your home or your office. The easier you make it for people to get to what they need, the nicer you make the layout and interface the more visitors, sales, leads you will get.

## **Links**

Are people happy with your services? Did your friendly staff provide an excellent product? I heard someone talking about your restaurant yesterday.

Links are online word of mouth.

And search engines are powerful compilers of that word of mouth.