



## Promotion - Websites

Now you have a business and a website, just like any published catalog, you will need to promote the business and web site so people know about it. You can use traditional advertising and/or you can use other web sites to direct potential customers to your website. Also you can use mapping services to redirect to your physical location and website with contact information.

### [Search Engine Optimization](#) [1]

Getting to the top of search results will always as much as art than science because the precise methods that search engine companies use are trade secrets and those methods are changing frequently. However some basic steps can be taken to better results.

### [Mapping](#) [2]

Getting listed on maps used by both website and GPS navigation systems may be important for your business especially if a physical location benefits from walk in traffic.

## Search Engine Optimization

Now you have a website, just like any published catalog, you will need to promote the web site so people know about it. You can use traditional advertising and/or you can use other web sites to direct potential customers to your website. A very common way to find websites is to lookup a website based upon category and keywords on a website typically called a "search engine." To

be listed on a search engine you may need to submit your website. To improve how you list you may need to both advertise with the search engine and improve the ranking of your listing. To improve your ranking you may want to consider the following:

#### Bait Web Pages

We can create HTML "doorway pages" based on keywords and details about your business that are supplied by you. The pages are optimized for a search engine using the web site's unique "personality."

#### Cross Links

Some search engines improve ranking by how often your website is referenced by other websites. We can create crosslinks on our websites and promote them so your website has more crosslinks.

#### Submissions

We lease specialized commercial software packages that we use to frequently submit web pages to up to 1000 generalized search engines. *Please note that many search engines request separate payment to reduce time and improve submission chances.*

#### Tracking

We have a specialized commercial software package that checks a site's positions on major search engines to determine a site's rank in all the TOP engines for each search keyword or phrase.

## Facebook SEO

There are many tricks and a lot of good articles to keep in mind.

Very important is to include appropriate meta tags in the header of the pages prior to posting.



If you need to force Facebook to reload a cached page this is very useful:

To force Facebook to refresh it's cache so that your changes are reflected on Facebook, **you must force your page to be "scraped."** The page is scraped when an admin for the page clicks the Like button or when the URL is entered into the [Facebook URL Linter](#) [3]

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### Links

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[2] [https://cocoavillagepublishing.com/marketing/website\\_promotion/mapping](https://cocoavillagepublishing.com/marketing/website_promotion/mapping)

[3] <http://developers.facebook.com/tools/lint>