Keeping Your Website Effective

All businesses that have a website need to keep up on the searchability of their site because the process is ever changing. Web browser companies are continually refining their methodology that we experience when we try to find something on the web because they want us to have a good result by looking at the search results and getting what we were looking for. The technology community calls this search engine optimization. But let’s put this in terms that CEOs who are not “techies” can relate to. Here are a few suggestions:

**Use rich snippets to get better search results.** Rich snippets are extra lines of HTML coded text about the content of a web page that appear below its regular “search engine results page” (SERP) description. This special markup gives users additional information about the web page that they can easily access from the SERP. Types of rich snippets may include people, reviews, videos, recipes, events, etc.

Why it’s important: Rich snippets can help your website stand out in the search results and can assist users in determining how relevant the site is to their search engine rankings.

Rich snippets may be best used for e-commerce sites but have definite advantage for all business websites. Remember, your goal is to help people find you on the Web. Find a web designer to help with this important task. It should be a low expense item.

**Make sure that your site is in the local listings.** Being included in the local listings is important for reaching your market. There are many types of local listings and directories available that can help your business appear in the organic search results when a query is done for a category in a specific geographic area. For example, keyword phrases that can trigger the search engine algorithm to recognize your business in the local listings include city + keyword combinations such as “Rochester storage” or “Red Wing pet care”. Depending on the type of listings, your listing may feature your url, address, phone number, a map highlighting your business location, or a link to a custom page.

A geographic specific local listing can help give your business online visibility and is a powerful way to target your audience. While local listing features may vary by services and plans, some give you the opportunity to include lots of additional information including hours of operation, videos, photos, payment options, and more.
**Keep track of your analytics.** Web analytics can help you uncover important data and insights about your websites, videos, social platforms, mobile apps, and other digital channels. Many web analytics platforms enable you to get information about referral traffic, top landing pages, time spent on page, the customer path, visitor browsers, bounce rates, visitor location, and much more.

Web analytics platforms can provide you with actionable insights about your audience and your website. The data can be used to determine strengths and identify areas for improvement. For example, if you notice low visits and high bounce rates over an extended period of time, you may want to consider purging and merging content. Creating one strong page rather than multiple pages of thin content may improve your bounce rates, time spent on page, and conversions. By looking at your analytics, you have the opportunity to access data and create custom reports that can help you make better business decisions.

Any business that has a website should be analyzing its data. Web analytics allows you to help monitor and measure your online campaigns, track their efficiency, and identify gaps.

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