



Coming up in the next issue of 3n1media nSite

Integrating social networking (Facebook, Twitter, etc.) into your website.



Tech Tip:

“Have you tried restarting your computer?” We almost hate asking this question because it sounds un-technical and almost too simple. But we estimate that around 20% of the time, restarting your computer will solve whatever problem you are facing. So if you want to save yourself the trouble of calling us, try restarting your computer first. If that doesn't fix the problem, we're always here to help.



Did you know 3n1media also offers:

- PC/Mac Support
- Network Integration
- Backup Support
- and more.....

Dear Friends,

How easily can your prospective audience and customers find you in Google? Having a unique company name certainly helps narrow down the search results, but only for the people who know your name to search for it. That's why it's very important to incorporate keywords related to your product or service into your site. This practice not only makes your website easier to find, but also helps improve your placement within Google results.

People have spent many years and resources trying to unlock the mystery and algorithms of higher placement within Google, but many Search Engine Optimization experts today agree that one of the simplest and most effective things you can do is have helpful, well-written content on your site that is well associated with your keywords. They stress that user-experience trumps all else in Google's eyes.

Here are a just a few questions to consider in the interest of user experience:

- - What can people learn about your product or service from the home page?
- - How many clicks does it take to get to your most popular products or content?
- - How long do your pages take to load? Are they so heavy-laden with images and extras that your potential customers' joy level sags as they wait, or even worse, choose to multi-task and forget to return to you?
- - How easy is your site to navigate? Using item names instead of item numbers in the URL not only helps your users get around easily and share pages with their friends, but helps Google know that a human made your site and not some spammy site bot. (for example, <http://yummiedogtreats.com/bones/baconflavor> instead of <http://yummiedogtreats.com/87654/item=2468>)
- - Are you regularly (at least several times a month) publishing helpful blog posts or articles? This 1) improves your user's experience, 2) provides something valuable to the community (your expertise in your area), and 3) helps Google know that your site is current, not a Star Wars fan site made and forgotten by a college Freshman for computer class ten years ago.
- - When you do write content for your site, are you incorporating relevant key words and checking it well for grammar and spelling?

In Google's eyes, a helpful, well-functioning site well-related to your



keywords trumps any bells and whistles when it comes to appearing higher in search results.

Here are some blogs I like to read on the subject:

<http://raven-seo-tools.com/blog/>

<http://www.conversationmarketing.com/>

<http://www.reallypractical.com/>

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