

Use of Relevant Keywords for Your Products & Services

Use of keywords that are most relevant to their products and services ensures that small businesses always show up on top of SERPs. Besides, having a profound understanding of the complex algorithms that web crawlers employ helps small businesses target keywords that their potential customers use to find them. This is where Aykira steps in and makes certain that SEO works in favor of your enterprise by ensuring that your products and services show up on top of SERPs.

An Example of the Right Text for Your Products & Services

For instance, let's look at a small businessperson selling sports goods. Previously, such small businesspersons were restricted to his/her local region through the yellow pages, local listings, or internet. Now, with a business website to maximize the right keywords for his/her products and services, i.e. sports goods exports, sports goods discounts, sports goods online, or sports goods Australia, he/she is capable of reaching the precise potential clients who are keen on purchasing their products/services.

Add Social Media to Your Marketing Repertoire

Any product or service you sell has several specific frequently searched phraseology or 'keywords'. Besides, when your business website uses social media such as, Google+, LinkedIn, Twitter, YouTube, and Facebook, your reach extends to a wider target market/audience. Hence, when you add social media to your marketing repertoire, you promote the products and services of your enterprise, albeit subtly. Eventually, your profits will soar.



Tip #2: Fine-Tune Your Business Website Architecture

The right business website architecture is vital for the success of your enterprise. While it seems relatively easy to design a good navigation system and simple interlinking within a business website, many webmasters fall woefully short in this simple task. Even though they design aesthetically perfect websites; most often, these websites can be challenging to navigate and hardly accomplish the goal of small businesses.

Good Website Architecture is Indispensable for Your Business

Having a good website architecture and navigation system in place is not only urgent, but also indispensable for the success of your enterprise. Firstly, your homepage should reflect simplicity. It should display the details of your business, products, and services. Additionally, your homepage should direct visitors to a contact form, products page, services listed page, or subscription page straight away.

Adopt a Direct Targeted Approach for Your Visitors

Provide a direct targeted approach for visitors to your business website. You should endeavour to serve them precisely what they're seeking. Ensure that visitors to your business website are able to locate the product/service they are looking for easily. The entire process shouldn't take them more than two clicks.

Understand That Visitors Scan Your Homepage Within Seconds

Visitors to your business website will scan your homepage swiftly. Now, they'll be impatient. Just to hold their interest any longer, you should display your USP (Unique Selling proposition) prominently. Here, you should ensure that your visitors find this information without being confused by needless distractions.

Lead the Visitors to Your Business Website to Take an Action

After the visitor has advanced from your homepage, you should lead him/her to the next page. This page should either be interesting enough to hold the attention of the visitor or lead him/her towards taking some specific action. Absence of such architecture or focus will result in the visitor leaving your website after a cursory glance at some pages.

Important Attributes of Your Business Website Architecture

- Ensure that your business website is fresh and simple.
- Always keep the whole style and font standardised.
- Use a uniform set of colours that clearly communicates your brand and promotes your business interests.

Avoid Technical Jargon in Product/Service Descriptions

Using a professional tone or technical jargon in product/service descriptions will not impress visitors to your business website. On the contrary, pointless jargon confuses your visitors. Shooting off tech jargon throws off visitors permanently.

6 Simple Business Website Content Building Strategies

- Set in place your own blog.
- Have a clearly demarcated testimonials/products review subdivision.
- Include a case studies / application stories section.
- Start an attractive Online Newsletter that highlights the most recent news in your industry.
- Have a separate Online Press Releases section.
- Include your products/services videos; they improve sales by 144%.

Tip #4: Optimise Your Page Titles & Meta Descriptions

Title tags, text that your visitors see, are also what search engines see when they “crawl” your business website. For optimising your title tags, you have to establish a simple naming convention for your website. Adhere to it strictly as you label your web pages in the content management system.

The Correct Method of Optimising Your Title Tags

Your Title tags should consist of the header or page subject, the category or division of the page, and your enterprise. These elements should be disassociated by a distinct |.

The convention should resemble: Header | Category | Business

Important Stipulations for Your Title Tags

- Make certain that your titles are honest and apt to the content on the page. Using a hot buzzword earns you a spike in traffic that’s only temporary. Nevertheless, the search engines will swiftly catch up with your deception and drop your rank.

- Include your business keywords in your title tags. This ensures that visitors and search engines spot you easily. Currently, the focus is on semantic keywords. This necessitates thinking out of the box and using more related terms in your title tags and content besides your main target phrase.
- Ensure that your titles are concise and fewer than 70 characters.

Meta Descriptions

Meta descriptions, text that's displayed below your page title, persuade users to visit your site. In some ways, enticing meta descriptions are akin to miniature Calls to Action.

Important Stipulations for Your Meta Descriptions

Your meta descriptions should decidedly include your keywords (albeit, in an organic manner!). Write an exclusive meta description for each page on your business website. However, this can be demoralising and daunting if you have infinite pages on your website. The finest strategy for tackling a huge meta description workload is creating 15-20 different short phrases that incorporate the features of your products and services. Include one of these phrases in each of your meta descriptions.

An Example for Crafting SEO-Friendly Meta Descriptions

For instance, if you are a sports goods dealer, you can use these phrases in your meta descriptions.

- Steve's offers the finest cricket bats.
- Experience the best quality cricket gear at Steve's.
- Special discount coupons available.
- Browse our collection of bats, racquets, and sports gear.
- Check out our award winning leather ball.
- Steve's tennis equipment is the local favourite.
- Check out our top-notch sports shoes.
- Free delivery for orders exceeding \$100.

Ideal Length of Your Meta Descriptions

Ideally, your meta descriptions should be either 140 characters or less. You can use the LEN formula in excel to craft your meta descriptions. This keeps track of the number of characters in your description as you craft it.

Overall, by optimising the page titles and meta descriptions in your business website, you guarantee a higher ranking for your business website. Never leave your title and meta description tags blank.

Tip #5: Use Google Analytics & Google AdWords



Google Analytics offers an overwhelmingly large amount of information to users. Sifting through the entire information and separating the relevant information from the irrelevant is an uphill task.

5 Important Google Analytics Metrics

There are five important Google Analytics metrics that you should focus on:

- The Bounce Rate of visitors to your business website.
- Keyword Entrance Phrases that bring in your visitors.
- Top Referring Places or Cities you get your visitors from.
- Referral Traffic to interpret the results of your SEM campaign.
- Major Landing Pages to pinpoint the most visited pages in your business website.

Google Analytics & Your Small Business Website

You must install Google Analytics on all the pages of your business website. This service is free. You get the information about where exactly your visitors are coming from and your exact position for some specific keywords. Without this vital information, you will have to manage with merely second guessing at every stage of building your business website.

Google AdWords & Small Business Owners

Google AdWords, Google's online advertising product, is a system in which users are permitted to design text ads using their chosen keywords. Many small enterprises have used Google Adwords successfully for gaining customers.

Expenses on Google AdWords

Budget the exact amount you intend to spend on your Google AdWords campaign beforehand. After you begin a PPC (pay-per-click) ads campaign, you are billed even for accidental clicks on your ad. Hence, sticking to your budgeted amount is essential.

Summary of our Services

At Aykira, we help you in crafting perfect descriptions for your products and services, fine-tuning your business website architecture, and adding relevant content to your business website. Besides, we help you in writing perfect title & meta description tags, and managing your Google Analytics & Google AdWords accounts.

Get in touch with us today to discuss your requirements, either email info@aykira.com.au or call (0)2 8407 8060 .

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