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Be found on the internet



The internet continues to rise in popularity as a resource for people to research and source products, services and even other people. This is driving businesses to establish their own presence on the internet with a company website. And, unless people know the name of your company, they will most likely use a search engine (like Google) to find out who can provide a particular product or service in their area. So, getting a good 'ranking' (i.e. appearing on the first page or ideally at the top) in the results can be a big advantage.

This has created a whole new science called 'Search Engine Optimization' (SEO), or 'the process of raising web site visibility in search engines and directories to increase targeted leads'. This month we explore a few SEO tips to get you started:

There are no shortcuts

The bad news is there is no quick and easy way to get great search engine results. Instead, you will need to do some hard work, especially when it comes to the content of your site. You will also need patience. Results don't come overnight and if someone tries to sell you a solution that guarantees 'Top results in Google within 48 hours for only \$49.95' then be very wary!

Create excellent site content

This is the single most important thing you need to do if you want to be found on the web. Even if your site is technically perfect for search engines, it won't help unless it is also filled with good content.

It needs to be unique and/or specific enough to appeal to the people that you want to find it. That will encourage visitors to return, who may eventually link to your site and lots of 'inbound links' are great for your search engine rankings. Also, by adding new content regularly, you give visitors a reason to come back and search engine 'robots' a reason to visit your site more often.

You may want to consider getting someone to help edit what you have written, or even write it for you.

Research your site keywords

Keywords are what you hope a customer might type into a search engine that causes your site to be listed. Ask a friend, colleague or existing customer what they would be likely to type in to find your business. Use those keywords in a search and find out how strong your competition is. Don't forget to add plurals and common misspellings too.

Don't use them too many times

Use your keywords in correct sentence structure and context in the first and last 100 words of your page text, but don't 'overstuff' your page with keywords. Search engines can blacklist your site for 'keyword stuffing'.

For more information on using the internet to enhance your business, talk to your local Computer Troubleshooter.



**Contact your local Computer
Troubleshooters**

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