



## The Why? and How? of Search Engines Part two (of two)

By [Dave Rubin](#)

As we work more and more with the Web in our everyday dealings, it is becoming equally important to understand every nuance and every trick so we can better "work the system". A couple of months ago, we talked about 5 ways to put your website to work, and last month we took an depth look at the Who, What and When of Search Engines. This issue contains Part Two of our two-part series dealing with "The Search Engine".

**Interested in having search engines find you?**

Call Cahill Consulting today for a **FREE** one hour consultation:

**503.517.3837**

Listed below is more valuable information on Search Engines that will help you better understand the process, and how it can help your business continue to grow.

**WHY:** Whether you are selling a pair of jeans, a piece of fine art, or offering your services as an accountant, you are in the 21<sup>st</sup> century retail world....THE INTERNET!

If your business is not retail oriented, do not think for one minute that your services cannot be successfully sold using the internet. The article linked below gives good insight into some recent consumer purchasing habits using the internet.

([http://www.finfofacts.com/irelandbusinessnews/publish/article\\_10001018.shtml](http://www.finfofacts.com/irelandbusinessnews/publish/article_10001018.shtml))

**HOW:** By understanding the basics of the World Wide Web, the nuances of the Search Engine system, and fully recognizing the key words that best describe your business, you can raise your companies profile and make the internet pay off for you.

Finally, keep these three tips in mind when thinking about "keeping up with the Jones of the Wild Wild Web":

### **1. Plan to change your site often:**

Once you've gotten someone's attention, you've got to give them a reason to come back. The rule of thumb is to change your site at least every month. Update announcements, keep your "What's New" section changing, make a monthly calendar, add new pages -- anything that will make people come back.

### **2. Offer something of value for free:**

You may not want to give away a product, but you can afford to offer valuable information. If you take the time to provide up-to-date information about your industry, for example, you'll find people returning again and again to your site, each



time increasing their chances of doing business with you. An updated links page or article list can give valuable information that attracts people to your site

### **3. Consider attracting visitors with games and contests:**

Along the line of offering something for free, you may wish to consider games or contests. They stimulate visitor involvement and generate the online attention your site needs to increase traffic. Manufacture a product? Produce a magazine or newsletter? Offer a service? Consider giving it away each month in a contest, or put a trivia question on your page and offer a small prize to the 100th person who emails you with the correct answer. People will visit your site regularly just to play the game.

For an expanded list of tips check out:

[http://www.onlinesuites.com/promoting\\_your\\_site.htm](http://www.onlinesuites.com/promoting_your_site.htm)