

**DEFINE** your important keywords and search strings. Think like a customer

**SPREAD** yourself widely on the net, that includes press releases, directories and advertising

**WRITE** readably, including your keywords

**ENSURE** your website, press releases and advertisements have “content” i.e. they should really do the job of telling a viewer exactly what you and your product/services are about

**PUT** out a minimum of one press release per month, better issue two – you may put out more

**MONITOR** your ranking on important search strings, e.g. we know a company with 56 search strings who have come on page 1 of Google for 38 of them – many more than once

**FEEDBACK** results into future material

**LOOK** for different aspects to old products. There are often new applications, new variants or product updates that provide new information to potential customers

**DO** annual deals for your advertising

**ENSURE** your home page description says what you would like to see on a search engine results page

**KEEP** your website up to date

**PUT** “News” on or linked to your home page

**DO NOT** put corporate information on your home page. Nobody except your competitors is interested. So put your products/services on the home page – with the news

**USE** your press releases on your news page



***Talk to us about how we can help you...***

### Contact Information

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