

If You Want Google To Find You - Beauty Alone Does Not a Website Make



Making a visually beautiful web site is surely laudable, but it will go unnoticed if Google isn't indexing and ranking your site for natural (as versus paid advertising) results. In fact recent studies claim if you are not in the top three

organic search results of page #1 the odds of being 'found' are often remote.

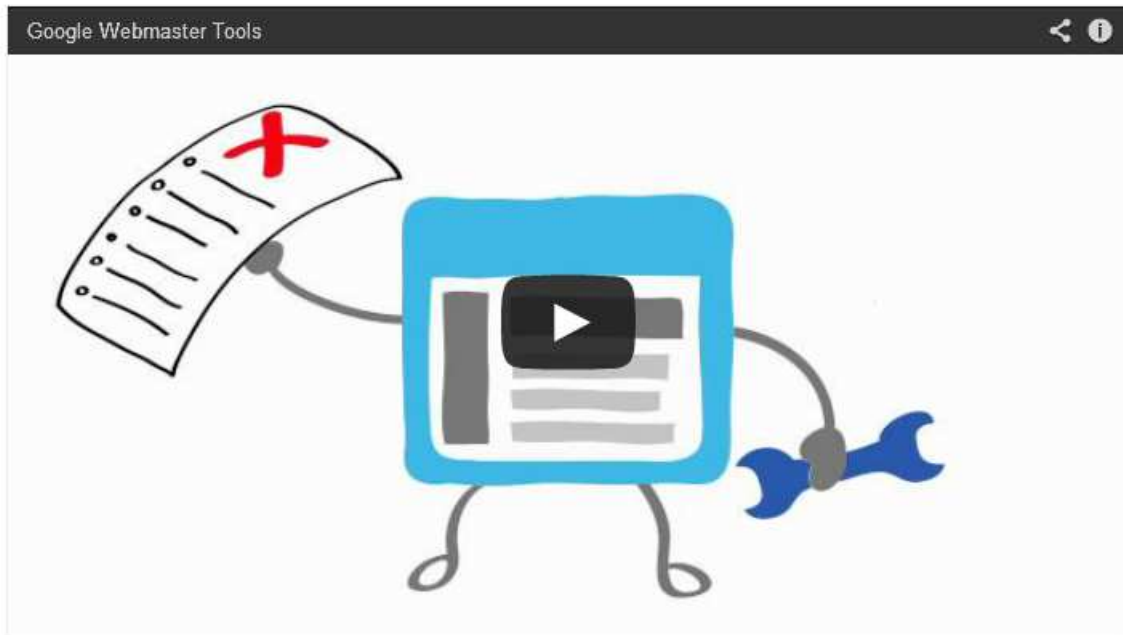
You may not be a Search Engine Optimize specialist, but as an entrepreneur you must make sure you make at least a minimum effort to provide visibility to Google. As a small business Web site owner, or developer, we encourage you to take these steps upon launching a Web site:

1. Add a XML site map. Make sure the site has a Google readable site map. You should probably have a human readable HTML site map of the landing pages in addition to an XML file if the site is very large and difficult to navigate. Check out <http://www.xml-sitemaps.com/>

Plugins for CMS (content management systems) publishing systems such as WordPress automatically generate site maps when new pages or posts are published. For other sites new site maps must be generated and installed in the root directory as new pages are published.

2. Be sure you are hooked into Google analytics. You can not manage what you can not measure. Register (you need a free gmail account) at <http://www.google.com/analytics/>
3. Make sure you are a good webmaster, at least register for a Google Webmaster account that is. There is lots of information available through a few keystrokes if you do. Go to <https://www.google.com/webmasters/> to learn more. You can easily verify your site once you install analytics. And you can also verify the sitemap while you are there!

If any of these notions are new to you, a good place to learn quickly may be by viewing this Google video <https://www.youtube.com/watch?v=COcl6ax38lY> or other related videos on the Google YouTube channel.



Authored by: Mark Lieberman. SCORE Chicago Volunteer
LinkedIn Profile: www.linkedin.com/in/liebermanmark/

Edited by: Michel L. Yublosky, SCORE Chicago Volunteer
LinkedIn Profile: www.linkedin.com/in/michaellyublosky/

August, 2014