

Chris's Corner: Why I do I try to write this blog monthly?

If your company has a website, you obviously want to show up on search engines when potential customers do a search for what you do in and around your location.

The gentleman who created and maintains my website and owns KAC Technology Service, Keith Christoff, recommended in the design phase that I should include a monthly blog.

He said that one of the algorithms Google and other engines use in finding and pinpointing websites in response to search requests is how active or how fresh the site content appears to be. By simply adding to blog to the content monthly I will move up in the rankings for organic results. Organic results mean you're not paying to show up.

I don't pretend to know much about how it all works. Obviously in the design phase, in addition to my content I wanted to convey when my link was clicked on and my potential client landed on my page, he asked me to come up with key words or text strings that would be buried in the code for my site that would match the most likely words entered in a text search for what I do.

Someone looks for slicer repair and Greensburg, my key words match. Oven repair and Westmoreland, I match, etc.

Once that was done and we thought we were good. I would use an anonymous browser set up and search likely searches and see how I fared. We tweaked it a bit and that was it.

Then all I have to do is send him a blog monthly and my website is fresh and current in the eyes of the search engine and I tend to be near the top of most searches; organically. I don't pay to move up. Most savvy searchers pay attention to paid and organic advertisers; I was one tend to believe I get better, tighter matches organically.

If anything, my site is too good because I have geographically defined territory, which we really try to make obvious on the site, but I get calls for products and service from people all around the country and I have to turn them away or over to someone. If I could only monetize my referrals!

Remember you can't just count on people searching for your brand or your business name. You'd turn up eventually even if you didn't have your own website. The point is to show up in your category; pizza, groceries, bicycle repair, whatever it is. The customer knows what they want but they may not know your business and that is the key to getting new business through your website.

As a caveat be careful with your wording on your site. Some people really do a lot of serious research and read it in detail. I recently said something too general, like as in a general rule,

but the problem with general rules is there are always exceptions. I can do something in most instances but not all and I customer held me to all cases because I wasn't specific and it cost me some money. But, hey, no hard feelings, the customer was right. I did however tighten up my language on my site and covered my behind going forward.

If you are interested in getting your own website or maybe would like a second opinion on your current site, give Keith a call; he is a real pro.

Keith Christoff

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