
SETTING YOUR BUSINESS WEBSITE APART FROM THE COMPETITION

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Search Engine Optimization (SEO) is concerned with helping to raise your website on a list of returned results when people perform a search for your business. In other words, when customers search on *Google* for a business like yours, how far down the list will your business appear? The closer to the top, the more likely potential customers are to visit your website.

Avoid web design companies that promise you they can get your site to appear first in online searches: *Google* uses complex formulas that take online reputation and many other factors into consideration to determine rank. However, there are several things that can be done to improve the rank of your website on search engines:

- *Embedding keywords*: these are hidden from the end-user, and reside in the 'code' of your website, helping to tell search engines about your website and business. When picking keywords, try to imagine what others will type as a search query when they are looking you up.
- *Content-specific keywords / wording*: Search engines also 'read' intelligently the information you present on your website. Therefore, the keywords that you believe are important (those that people looking for your business might type into *Google*) should appear frequently in your website copy (the wording you choose for your new website).

Situated Research makes use of many specialized techniques that can raise your rank within Internet searches (like *Google* or *Yahoo*). We will submit your new website to search engines so they can read the content of your new website, and we suggest asking others to link to your site from theirs (this will raise your reputation with *Google*, since they track 'inbound' links to your website: they see this as a sign of reputation).

Remember, raising your rank within online searches is important for business. Imagine a stack of printed brochures from different companies: people are most likely to check out what is on the top of the pile! Research has proven the fact that a higher search engine ranking will get you more site visits and more business as a result.

Building a Corporate Identity and Raising Trust

Corporate branding paints an image of your business to potential customers. Many aspects are involved: down to the shapes and colors of the objects in your logo. Many subconscious feelings and messages can be associated with the design of your business logo, the design of your website, and the content that you present. The length of your content, the type of your content (text, images, videos), and the nature of the interactions that your site creates will serve to both introduce potential clients to your products and give them an idea about how you do business. *Situated Research* specializes in helping you think outside the box to create marketing that shows the full extent of your business's capabilities and creative services.

Why Usability Matters

Usability refers to the degree to which simplicity, functionality and aesthetics rule the communication on your website. Matthew Sharritt of *Situated Research* has earned his Ph.D. in Communication and Information Sciences, with a focus on usability, efficient information transfer, and communication. This expertise will be put to use while creating a personalized website for your business, making sure that both the information presented and the overall design is very functional, simple to use, and creative so a lasting positive impression is made on those visiting your new website.

Social Networking: The Wave of the Future

Social networking ties your website together with our futures-oriented approach in bringing more business to your business: utilizing social networks can make a huge impact on your corporate branding; they can easily connect you with potential customers; and can even assist in giving your website reputation (and raising its rank in search engines). We at *Situated Research* are experts in social networking and can help you fully take advantage of the business opportunities that they provide. We offer social networking setup and training services as a complete package to get your business employing a full array of Internet technologies, giving you the competitive advantage and boost to business you need.

For more information, call *Situated Research* at (630) 522-0855 or email info@situatedresearch.com.