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Why Search Engines May Not Like Your Web Site

Major Internet studies have shown that placement of your site within the first three pages of returned search results is the real key to huge traffic. In a study released by ActivMedia Research in September 1999, Search Engine Positioning was ranked as the #1 website promotional method used by eCommerce sites.

Below are the results of another study that appeared in the April 2000 issue of Target Marketing Magazine:

"Top Ways Websites are Discovered"

- Banner ads: 1%
- Targeted email: 1.2%
- TV spots: 1.4%
- "By accident": 2.1%
- Magazine ads: 4.4%
- Word-of-mouth: 20%
- Random Surfing: 20%
- Search Engines: 46%

These and other studies confirm the power of good search engine ranking. However, just submitting your site to search engines is not enough to insure you a good ranking. In this regard, keep in mind, that most site designers are not proficient at search engine keyword placement.

Unlike a yellow pages listing, search engine rankings are not alphabetical. Many ranking criteria are taken into consideration by the various engines and the criteria is constantly changing.

The key to achieving good search engine ranking is *content*! Yes, content is king! By good content, I'm referring to valuable, informative information your web visitors can really use. Examples of good content would be: current local area real estate trends, updated interest rates, new loan programs, and a good cross-section (with pictures) of available properties.

Next, is overall site design. The two main criteria here are a professional appearance and ease of navigation.

The final factor one must consider is to make the site search-engine friendly. Here, the proper use of Meta tags, keyword tags, description tags, page title and keyword density can have a dramatic affect on your search-engine keyword rankings.. This is perhaps the most complicated area of site design to contend with. My suggestion here, besides reading current opinions, if you want to win the search engine placement/traffic race, you should consider

hiring a [firm](#) that specializes in search engine placement. Only consider a firm that guarantees top placement for the keywords that you specify.

Current opinion on real estate sites indicates that it takes thousands of web site hits to translate into an actual sale. Top search engine placement equates to high site traffic. Every site owner hopes to be on page one of the search engine keyword results; if you want to excel here, a professional site placement firm is mandatory.

Written by Bob Schwartz

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