

Expanding Your Web Presence

Overview

Developing an Organic Optimization strategy is a complex process involving several key considerations.

- Keywords and their competitiveness
- Website design and architecture
- Website type and focus
- Rich and unique content availability

Each of these considerations must be evaluated against the objectives of a campaign to determine its likelihood of success.

Type of Website

The type of website plays heavily into a successful Organic Optimization strategy. **E-commerce** websites may offer many types of distributed products. Keyword phrases describing these products are often very competitive and require very strong PageRank and backlinks (links from other websites often called "inlinks"). Since these kinds of e-commerce sites typically use the manufacturer's standard product descriptions, which Google classifies as "near-duplicate" content, the opportunities for organic optimization is restricted.

In contrast, e-commerce websites that offer their own branded products for a very focused market often have unique keyword rich content that compels the reader to take action and is worthy of attracting links from other websites. These websites can compete for a few focused and competitive keywords.

Informational / Corporate websites often contain rich content and compelling information. These types of websites attract backlinks that can increase Google PageRank and link reputation. When backlink reputation is combined with strong page optimization, these sites can compete for more competitive keywords.

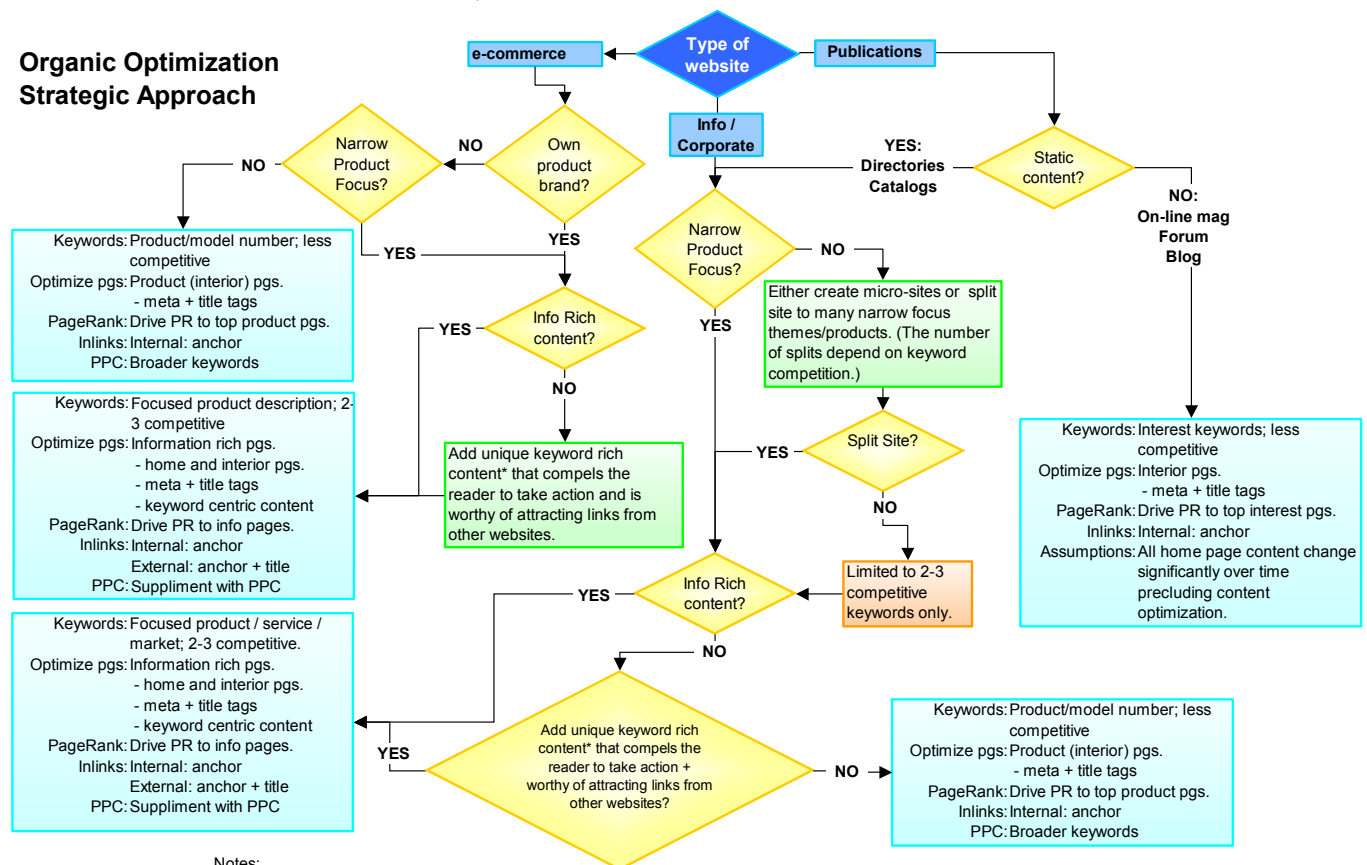
However, when Corporate websites encompass a broad product range, the breath or number of competitive and relevant keywords can not be accommodated in a single website. In this scenerio, the website must be either split into several smaller websites, each with their own home page, or micro-sites must be created to complement the corporate website.

Publications, by nature, have content that changes. In most cases, the home page of a publication changes significantly over time. Therefore, home page content optimization is reduced to title and meta tags. Less competitive keywords may be placed on interior pages. Publications that agrigate other's content are excluded from organic rankings.

Conclusion

In most cases, fitting the number and choice of keyword depends largely on the availability of focused, unique and quality content. Websites that posses these qualities will inevitably be stronger than those that dont.

Organic Optimization Strategic Approach



Notes:
* Minimum 250 words in paragraph format.
"Own product brand" = YES is assumed to be a narrow product focus.