

Expert Insight

Shared Learning for Faster Business Growth

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Amir Ayalon

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Getting Noticed—Optimizing your Website Sizzle!

➤ “Every day, both individuals and corporations are buying the exact same products your company has to offer from a business whose website they found in a search engine. The question is no longer ‘will people buy online?’—rather the question has become ‘where will they buy?’ In most cases they will spend their money with a company whose listing they found in a search engine and if it’s not your company then it’s probably your competition.”

—Sozon Inc. President Amir Ayalon.

Visibility on the Web can play a crucial role in boosting revenue and more and more businesses are finding *Search Engine Optimization*—or *SEO*—is a powerful and effective tool to get their businesses noticed. *How can you improve your search engine rankings and boost your online sales?*

In Japan, Tokyo-based online marketing company **Sozon Inc.** is leading the market in this ever-expanding field and in the past two years they have helped the likes of ANA, Nifty and Nikkon with their SEO needs.

“Our goal is to help clients generate measurable increases in both traffic to their websites and sales that result from this traffic, by helping them to target and rank highly for specific keywords in search engines and then assist them to improve both their click thru and conversion ratios,” Ayalon says.

Key benefits of SEO strategy for small businesses?

“It is often said that the internet is a level playing ground where even small companies have the opportunity to look like large businesses through the use of good looking

websites,” Ayalon says. “The only thing their sites usually lack is relevant traffic. Search Engine Marketing can help by driving highly qualified prospects, looking to buy your exact products or services to your website.”



Adstack™ product screenshot

Key points when deploying a SEO strategy:

- Think long term.
- Begin investing in your website and online business sooner rather than later. Particularly with new sites, SEO requires time to take effect.
- Carefully choose your keywords and plan carefully how to integrate them into your website, ideally targeting one keyword or phrase per page (URL).
- If the keywords in your industry are competitive, seek professional help. In SEO, “lots of effort” is not the key to success, rather the secret is “lots of correct effort.”

But “Right-First-Time” is too often the stuff of legend and everyone makes slip-ups. Here’s some common mistakes companies make when deploying a search engine optimization strategy:

PTO...

“It is still very possible to achieve top ranks in search engines.”

- Spending excess effort on the wrong tasks.
- Poor choice of keywords.
- Little thought given to content on the optimized pages so when a user arrives they quickly leave.

These missteps can lead to missed sales, but thankfully there is a solution.

“As SEO becomes increasingly difficult and competitive, decisions based on correct knowledge are crucial to achieving meaningful results in today’s competitive environment,” Ayalon says. “At the very least, read a book on Search Engine Marketing and SEO and if possible, seek the advice of a proven expert.”

Any size company can gain high rankings

While Ayalon admits SEO has become increasingly difficult over the last few years, he says it is still very possible to achieve top ranks in search engines. “Generally, the difficulty is influenced by the strength and number of the currently top ranked sites, which of course varies from keyword to keyword.”

Ayalon says any size company can gain high rankings in search engines if they can successfully carry out these two tasks:

- 1) Understand exactly what is required for them to achieve a top rank.
 - 2) Provide the resources to implement 1).
- In other words, you need to “know what it takes” to achieve a top rank, and then you have to “do what it takes.” “Some companies due to resource limitations may not be able to do what it takes as easily as a larger company with more resources, however, if you are

creative and resourceful you can often take out the top spot beating out larger, more powerful competitors,” Ayalon says.

Do a search in Google for ‘Search Engine Optimization’ and you will find millions of entries. How can Sozon assist companies to gain high rankings in search engines, and what makes their approach different?

In addition to their highly successful Enterprise level SEO Consulting, Sozon has been able to help businesses of all sizes achieve measurable improvements in their search engine rankings with the following services:

SeoSpy™, an online software suite featuring a friendly interface and requiring no software installation that enables you to thoroughly analyze, compare and optimize your website in a relatively short period of time. The result being a greater visibility with your target audience of Web customers, and more traffic to your site!

Spidermatic™, a free automated service that notifies you when a search engine spider has visited your website saving you from having to examine your log files each time. Spidermatic will tell you the name of the search engine spider, when it visited your site, the domain name it visited, the name of the company behind the spider and the company URL.

Adstack™, a free textual link advertising service designed to help businesses and individuals increase their link popularity by automating the creation of text-based links that are pointing to your website. This free service quickly creates 1-way, relevant links (a must for SEO) to positively improve your search engine ranking, bringing more visitors to your site, and perhaps best of all, it’s easy to use, even for non-techies!

KEY LEARNINGS

- Visibility on the Web can play a crucial role in boosting revenue.
- Any size company can gain high rankings.
- Begin investing in your online business sooner rather than later.
- Carefully choose your keywords and plan how to integrate them into your website.



Sozon's core services

1. SEO Consulting/Online Marketing Consulting
2. SeoSpy™
www.seospy.com
3. Spidermatic™
www.spidermatic.com
4. Adstack™
www.adstack.com

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