

# Want leads from your website? Learn how to get noticed

Each of your pages has an opportunity to attract prospects. When search engines determine relevance and assign your pages relative position in search results, they look for frequent key words and phrases, textual patterns, how much competition there is for keywords, length of copy, links from similar sites, among other factors. Here are some ways to optimize your web site.

Develop relationships with organizations relating to what you do. Ask them to add links to their web site pointing to your site. This is called off-page search engine optimization.

**META TAGS** – *Not nearly as important as they once were, search engines still examine these index terms associated with your pages.*

**KEY WORDS** – Understanding what people are typing when they are looking for what you do is paramount. Seeding your web copy with key words helps your site rise to the top.

**PAGE TITLES**  
Most search engines assign extra weight to page titles, which can help your pages land on top.

**KEY PHRASES** – *Similar to key words, key phrases are combinations that you expect people to use. Use phrases that may have special meaning in your industry.*

**NAVIGATION**  
Good navigation helps the search engine find the information you placed in the site, and efficiently pass it to searchers.

**YOUR SITE**

Find out what words and phrases your prospects are searching for, and use them liberally throughout your site. Keep in mind that the name or description of your product may be unknown to prospects. So do some research to find out what prospects are thinking before they know about you. This is called on-page search engine optimization.