



## **What can a Kwikwap client do to improve his or her search results on Google and thereby generate more business?**

### **And some other information about Google.**

A website only adds value if the search engines such as Google can find them. The most important factor that will enable this is the following:

- You must have **as much information as possible** on their website. **Don't leave the descriptions** of the products or services **blank** or write too short descriptions (the latter can even cause the search engines to ignore them completely).

There are many places that INFORMATION can be put:

- Product Information
- FAQ's
- Newsletters
- Documents and Brochures
- Events
- Videos
- Advertisements
- Photo Gallery (the description and accompanying text)

- Specials
- About us

PS: The search engines only index the internet every few weeks so it will take a while before you will see yourself on the search results.

Refer to the schematic below:

The blue triangle at the top represents the “technical structure/features” of a website that needs to be correct (which we take care off). Examples of these are:

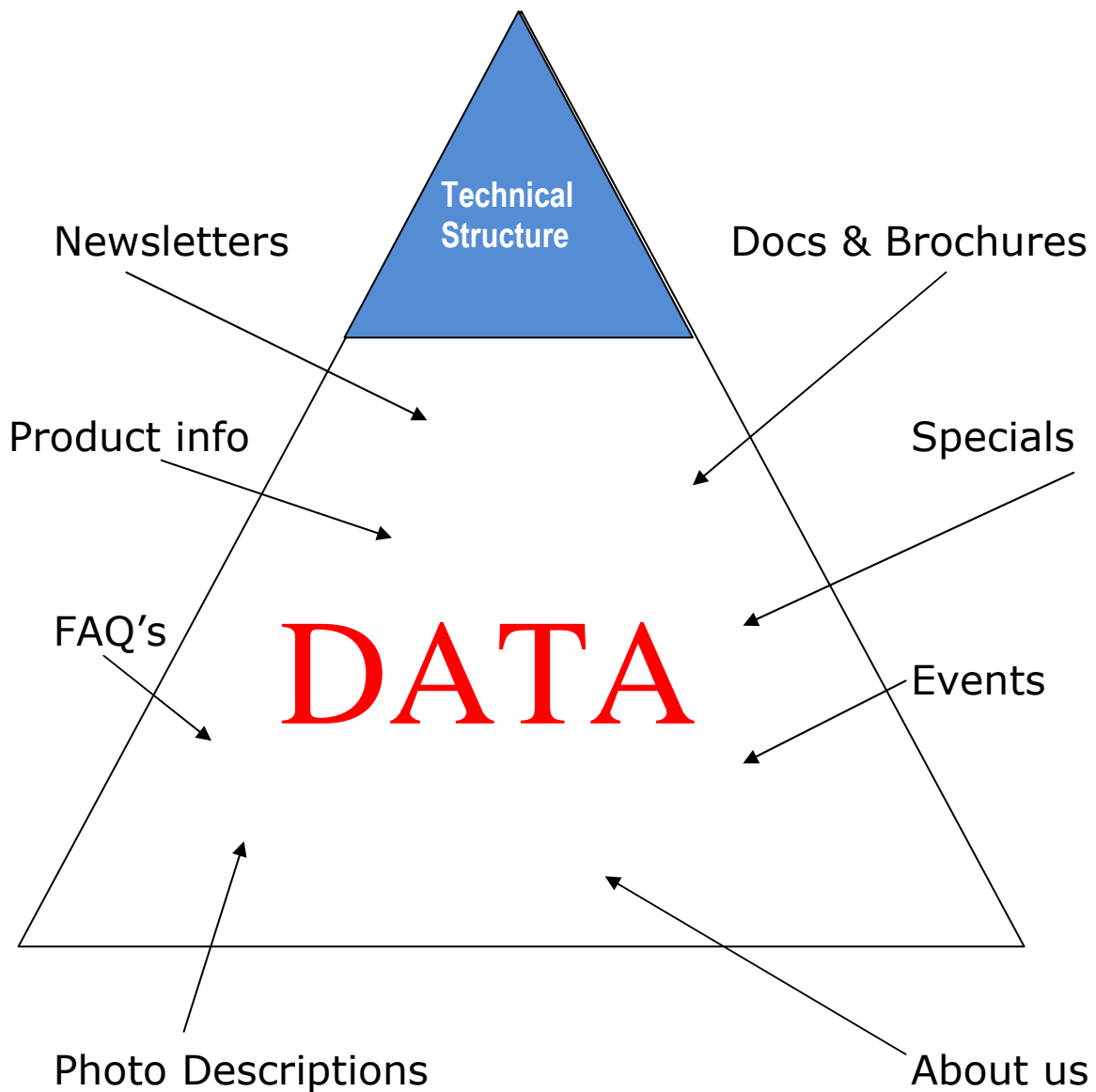
- Don't use flash
- Correct structure of the website, technically speaking
- Readability for search engines
- Regular submission to search engines
- Menu structures

The bottom part of the triangle represents the “foundation” that has to be strong in order to support the triangle at the top.

If you have a strong foundation, then the triangle at the top:

- “works better”
- is much stronger as it has a solid foundation
- comes to its right

Together, the two triangles make up an “internet marketing campaign” and if they are both present and carried out well, the campaign will work.



**This all means that the Kwikwap website is only as good as the DATA that it contains.**

**If, however, one of the two triangles is not present, the website is a waste of money.**

## Google free websites and paid ads

Any person can get a free site on Google (or other places) but there is always a catch with something that is free, isn't there?

If Google gives you a free site it will obviously **not** do well on their search results because otherwise no-one would advertise on Google (they will all just get a free site!). That is why they give the free site to you, so that you pay to advertise with them.

How does Google advertising work? Those are the "search results" on the right or top of the screen it's called "Sponsored Links" and is normally shaded. The "normal/non-paying results" are marked as the "Generic Search Results" in this picture:

The screenshot shows a Google search for "generator pretoria". The search bar is at the top left, with "generator pretoria" entered and a "Search" button. Below the search bar, there are options for "the web" and "pages from South Africa". The search results are displayed in a table format. The top row is shaded yellow and labeled "Sponsored Links". It contains three results: "Generator Professionals" from www.powerguys.co.za, "Petrol & Diesel Generator" from www.bundupower.co.za, and "Triton Power Generators" from www.tritonpower.co.za. The second row is also shaded yellow and labeled "Sponsored Links". It contains three results: "Power Generators Supply" from www.kw1.co.za, "Quality Diesel Generators" from www.dieselgenerator.co.za, and "Looking for a Generator?" from www.private-power.co.za. The third row is labeled "Generic Search Results" in blue and contains two results: "Buy Equipment - Honda EX4000XK1B Petrol Driven Generator ..." from www.bidorbuy.co.za and "Buy Miscellaneous - Mini high voltage electric fence generator ..." from www.bidorbuy.co.za. A blue arrow points from the "Generic Search Results" label to the second result in the third row. The bottom row is labeled "Engine Applications - Generator Set Manufacturers".

One can either pay to be near the top or one can do it generically with the help of the Kwikwap system. I personally like to do both! The Google ads work on an auction principle; the costs depend on the competitiveness of the industry but generally it is not too expensive. The only problem is that it is quite complicated and intimidating to

understand the Google advertising system and it requires constant attention seeing that it works on the auction principle.

Eduard Marais  
Pretoria  
9 July 2008

---

### **FOOTNOTES:**

#### **MYTH: Web Designers and Developers understand Search Engines**

From *Search Engine Optimization for Dummies*, 2nd edition, by Peter Kent, from page 340 of the book:

I am a geek. I've worked in software development for over 20 years; I still work closely with software developers (these days mostly Web-software developers); I build web sites for my clients (so I work with developers and designers on these sites); my friends are developers and designers ... and I am telling you now that most developers and designers do NOT understand the search engines to any great degree.

Most web-development companies these days tell their clients that they know how to handle the search engines, and even that they are experts. In most cases, that is simply not true, any more

that it's true that I am an expert in neurosurgery. This makes it very hard for business owners when they hire a web-development team, of course, though perhaps this book will help. It will give you an idea of the sorts of questions you should ask your developers to figure out if they really do understand search engine requirements.

---

### **DEI's story**

I own shares in DEi. They perform specialized photographic services and started their website in 2003 as an add-on to their business with the idea of selling of photos over the internet. In 2004 DEi started the process of optimising the website for Google in order to promote other photographic services as well. At first we did not receive that many enquiries but it has been improving steadily since then (it is now on 1 per day). DEi's attitude thus far has been "let us treat these enquiries as bonuses or work that we never had". Consequently, any enquiries that are coming in via the internet are quoted at relatively high prices. Some quotes are accepted and some are not. At least DEi can now charge what they want (or what they are worth) because they get enough enquiries. Their client base has thus grown into the upper-end of the market which is a nice position to be in.

Conclusion: An already successful business can expand further and/or become more profitable if they harness the internet to generate sales leads.