



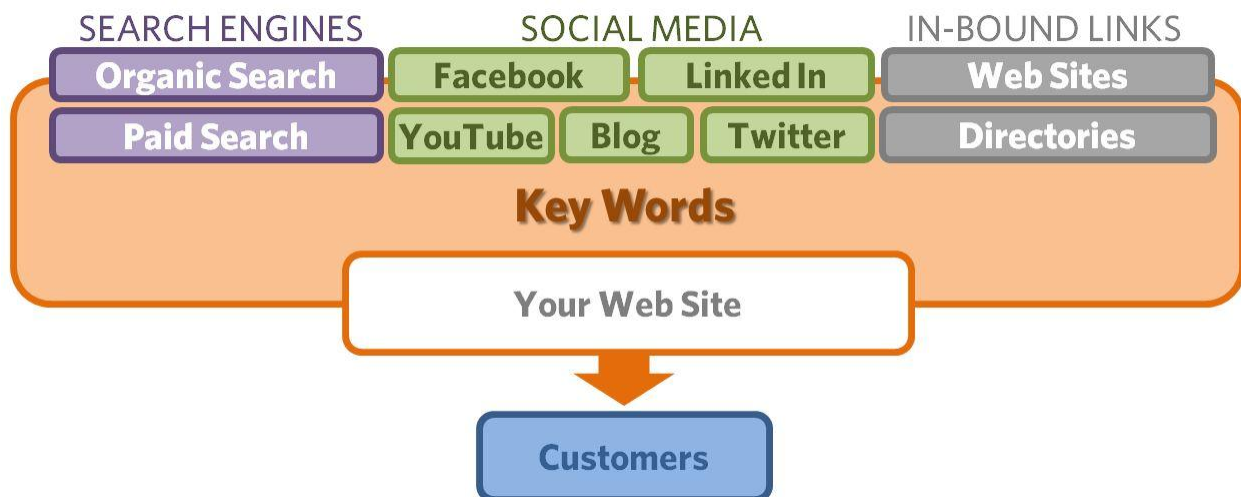
Use Key Words to Drive Traffic to Your Website

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First, you were told you needed a website. Then, you were told you had to have a blog. And that you need to be on Facebook, YouTube and now Twitter.

Market surveys show that 80% of buyers now research on-line before making a purchase decision, so getting found on the Internet is important. It may be that your business can leverage all these types of on-line media – that will depend on your product and target customer.

What is most important is that all your Internet properties share a common set of words called Key Words that describe your solution and aligns with what people are typing into search boxes:



Using www.BOSSystem.org as an example - One keyword for their service is: "business networking group":

- **Web Site.** Home page has this phrase in the title of the page, the page description, the first main paragraph title and in the page content. Search engines will rank this page well for relevancy around "business networking"
- **YouTube Video.** "The BOSS Advantage". The keyword is in the title of the video and in the description, along with a link back to the main site.
- **Blog.** There are tags and categories using the keyword, and the keyword is used in the title and content of related blog posts, with links back to the relevant pages on the website.
- **Article and Business Directories.** BOSS directory description includes content from the main web page description and the anchor text for links (words highlighted in the link to the site) is "business networking".

As a result of these and other initiatives, within four months BOSSsystem is on Google Page One for the search term "business networking group" in a very competitive and established market.

For more on how you can effectively improve your Internet presence and search engine rankings for increased business, contact: