

# 10 Steps for Online Success

A Guide for Small Businesses



[www.FiveSparrows.com](http://www.FiveSparrows.com)

# Step 1: Web Site Structure

Custom Designed, Purpose-Built Web Site

- NO template-based sites!

-You don't want to look like anyone else

- Establish your expertise and value through great CONTENT

-Visitors and search engines depend on great content – establishes trust



# Step 2: Keyword Research

- Find the keywords and phrases that searchers REALLY use – don't just guess!
- Use variations of keywords for better coverage
- Select a total of 20 keywords (or less) to avoid "diluting" keyword value

**BEST SEARCH TERMS FOR GOOGLE**  
 Google gets 47.0500% of all search engine traffic (approx. 270 million a day).  
 What do these headings mean? [Click here](#)

The KBI was invented by a search engine positioning specialist Sumanta Ray of [1stStateRanking.com](#)

No.	Keyword	KBI Analysis (K)	Count (C)	24hrs (T)	Competing (C)
1	"home improvement contractor search"	4580.2	151	125	5
2	"the-glass"	200	20	17	2
3	"add more attic insulation"	12,526	64	53	327
4	"installing attic insulation"	11,713	121	100	1250
5	"exclusive vs fiberglass insulation"	4,111	30	25	219
6	"attic ceiling insulation"	2,529	59	48	1330
7	"quilted padding"	2,368	21	17	187
8	"insulating an attic"	2,222	76	63	2600
9	"attic insulation"	1,818	524	436	151000
10	"residential metal roofs"	1,447	38	32	998
11	"white house air purification"	1,435	23	24	596
12	"repair roof leaks"	0,664	59	49	5090
13	"home energy savings"	0,677	240	199	65100
14	"home insulation"	0,455	305	254	207000
15	"smell rain gutters"	0,381	22	18	1270
16	"indoor air purifiers"	0,328	98	81	29300

Address	Hits
www.livonia.org	2149

Address	Hits
http://dir.yahoo.com/Regional/U_S_States/Mich...	
http://www.stmary Mercy.org/links/	
http://www.stmary Mercy.org/about/credentials.sl	
http://inmetro Detroit.com/community/community.t	
http://www.alexadvice.com/Government-Services	
http://www.town-usa.net/chambers/chamberlist.t	
http://www.detroitrelocationguide.com/pdf/comm	
http://www.radisson.com/hotels/milivoni/locations	
http://www.livonia.org/industrial.htm	
http://www.celticdawn.com/	
http://www.livonia.org/news1.htm	
http://www.livonia.org/education.htm	
http://www.livonia.org/calendar.asp?mon=07	
http://www.enablepoint.com/news.asp	
http://www.nancycastrodale.com/	
http://www.gbjann.com/	
http://www.acfic.org.cn/cenweb/portal/user/anon/pa...	
http://mich.info/michigan/business/michambers3.htm	
http://www.tb-chamber.on.ca/cn/?l=L	
http://us.lrd.yahoo.com/_ylt=A86.OV.nhw1eRoBYRD...	

Title	2008-02-28	2008-03-30
<b>ideas marketing internet</b>		
Biz Talk E-Newsletter - Free web site marketing strategies and ideas ...	8	8
<b>improved search engine rankings</b>		
Biz Talk E-Newsletter - tips for web site marketing strategies and ...	--	23 (New Listing)
<b>Michigan web development</b>		
Five Sparrows - A Michigan Web Site Development Firm and Search ...	8	7↑1
<b>Michigan web site development</b>		
Five Sparrows - A Michigan Web Site Development Firm and Search ...	6	6
<b>Google US</b>		
<b>search engine optimization provider</b>		
Five Sparrows - Search Engine Optimization Provider for Improved ...	6	

# Step 3: Optimize Your Site

- Integrate keywords with content
- Get the keyword densities right
- Unique meta data on each page
- XML sitemaps
- HTML sitemaps
- Robots.txt files

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<TITLE>The Livonia Chamber of Commerce Online Expo</TITLE>
<META NAME="DESCRIPTION" CONTENT="Get your business listed in the top
<META NAME="KEYWORDS" CONTENT="Livonia Online Expo, Business Expo, Li
http://www.Optimize Your Site!
<META NAME="revisit-after" Content="14 days">
<META NAME="ROBOTS" CONTENT="INDEX,FOLLOW"><link href="styles.css"
```

# Step 4: Build Inbound Links

- Press Releases
- Directory Submission
- Article Submission
- Blog Posts
- Authority Sites
- Complimentary Sites
- Internal Linking

# Step 5: Track & Measure

- Monitor SEO positions weekly/monthly
- Monitor server stats weekly/monthly
- Use Google Alerts
- Use Google Analytics

# Step 6: Market Your Site

E-Newsletters with inbound links

E-Campaigns with landing pages

PPC Campaigns

Social Media

Directory Submission

Press Releases

Traditional Media

PPC Campaigns

# Step 7: Online Expo Booth

Livonia Chamber Member Benefit

3-page optimized micro-site

Generates inbound links

Increase search engine exposure

Improve rankings in search engines

Upload marketing materials

Target keywords in your Booth

Unlimited online coupons

Publicize upcoming events

# Step 8: Update Update Update!

Add fresh content weekly/monthly

Add articles / newsletter content

Use RSS feeds

Update FAQs

Update Online Expo Booth content

# Step 9: Competitive Analysis

Evaluate what works for competitors

Make sure you have same coverage

Identify what you're missing

Watch search engine rankings/landing pgs

Inbound links – know where they come from and request the same for your site

# Step 10: Build Traffic & Visits

E-Newsletters

E-Campaigns

Invite users to visit your site

- coupons, promos, contests

Article Archive

Don't Forget Your Livonia Online Expo  
Booth!