

Internet Marketing Tips and Strategies for Small Businesses

SEO firm provides free tips for improving your on and offsite Search Engine Optimization Internet marketing results for Google, Bing and Yahoo.

Online PR News – 10-March-2010 SEO Internet Marketing firm provides free detailed tips for improving the on and offsite results of your Search Engine Optimization Internet marketing strategies for Google, Bing and Yahoo. Including Google Caffeine updates as of February 2010. The significance of these Internet Marketing techniques is that each of them are firmly grounded in Best Practice SEO methods and applicable to all major Search Engines.

According to Irbtrax [SEO Internet Marketing founder](#) Scott Moir- "Analysis reveals a large number of small businesses aren't applying best practice SEO Internet Marketing techniques. This is unfortunate because we've personally witnessed well applied SEO techniques enhance Internet Marketing efforts including Social Media Strategies."

The Irbtrax founder provides the following four SEO Internet Marketing tips:

1. Analyze and improve your Site/page download times- While it's not yet clear how much emphasis Google or other Search Engines are placing on site down load times what is clear is the following: Slow loading websites frustrate visitors. Frustrated visitors look elsewhere for their needs. They will back click off your website and visit your competition. Resulting in a poor conversion rates and lost leads. Keep in mind that many searches are now being done by I-phones. Many I-phone connections tend to be similar to 56K dial up services. Performing a Y2K technology test is highly recommended.
2. Enhance and update website content on a regular basis- Content should be relevant to a site's theme, products or services. Your visitors and the Search Engine Crawlers take notice of this activity. Your audience's search trends change so it's important to monitor them and change your content to reflect this. Failure to do so will leave the door open for your competition to gain higher Search Engine Results Pages (SERP's). It's also important if this content clearly written, concise, and contains proper grammar. After all, your website is a direct reflection of your online image. Keep in mind that content contained graphic images cannot be read by Search Engine spiders. So if you have important content contained in Graphic images that's not contained in text be sure to add an HTML version. Especially if this content represents the only location for your search keywords.
3. Check your Meta Title and Description Tags (MTDT)- Your MTDT are very important due to search relevancy and the ability of Search Engines to accuracy index your site. Clear, concise, and informative Meta Tags can help produce higher ranking SERP's. Additionally, MTDT that doesn't clearly explain what your company offers can result in higher than necessary search user click-through. Also, be sure to check your sub MTDT for accuracy and relevancy. Accurate, persuasive and relevant sub MTDT can often rank higher than your primary Meta Tags.
4. Include only Quality outbound links in your website- There are high quality and low quality outbound links. High quality outbound links are links that are relevant to your website's core subject or service. Avoid link

exchange offers (cross linking) that don't relate at all to your business or service. Also avoid paying for multiple inbound links that are submitted to obscure sources around the globe. Indications are that these practices can result in your site being penalized by Search Engines. Your website should contain high quality outbound links that educate or persuade your visitors. This will increase their Time On Site and lead to more conversions.

For additional details on how your small business can optimize its Internet marketing efforts for the Major Search Engines including [recent Google Caffeine updates](#) visit the Irbtrax website displayed below the 'Media' section of this release. Or feel free to contact Irbtrax by phone or using their private Online Feedback Form.

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About: Irbtrax provides specialized Social Media Internet Marketing, Search Engine Optimization and Market Research Solutions for businesses seeking a competitive advantage. Including optimizing your Web Marketing efforts for Google Caffeine and using traditional methods in non traditional results oriented ways.

This release was SEO, Social Media and Google Caffeine enhanced by Irbtrax in cooperation with www.Onlineprnews.com

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