



## Web-Centric Marketing and Recruiting Teleseminar July 27, 2006

### Search Engine Optimization and BETTER Ways To Increase Your Website Traffic

#### I. Five Things You Shouldn't Ask Your Web Designer to Do

1. Search engine optimization/ pull referrals out of thin air
2. Create an on-line brochure
3. Design on a dime
  - No hourly rates
  - No per page rates
  - No extra charges for email
4. Make your website "cool" or "pretty"
  - Using flash
  - Using animation
  - Using splash screens
5. Provide you with photos or content

#### II. Five Things Your Web Designer Shouldn't Ask You to Do

1. Pay extra for SEO or for guaranteed engine rank
2. Put their link on your website
3. Use a 'contact us' form

4. Design using a template
5. Use PHP or ASP for main design

### III. Five Better-Than-SEO Ways to Drive Prospects to Your Website

1. Email Newsletter
2. All printed material including a call to action
3. Newspaper ads and employment classifieds
4. Radio and TV
  - Easier to remember than a phone number
5. Trade Show or Health Fair kiosks