

# Building Websites That Work

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Duo Consulting, Chicago

- ▶ **Search Engine Considerations**
- ▶ Case Study PumpBiz
- ▶ Other Common Goals
- ▶ Website Type Specific Goals
  - Information Websites (Readership)
  - Commerce Websites (Sales)
  - Lead Generation (Leads)



## ▶ Objective

- To give you the most **relevant** match related to your search

## ▶ Goals

- Locate every new web page
- Reduce number of results shown to satisfy search

## ▶ Strategies

- Follow each new link from the sites you know about
- Calculate site authority from authority of inbound links (Page Rank)
- Calculate relevance from keyword density and related topics

## ▶ Measures

- Number of pages indexed
- Number of clicks compared to number of results shown

# How Search Engines See Your Pages (1/2)

Site Name

Page Title

Directory Name

URL Length

Page Name

The screenshot shows a Microsoft Internet Explorer browser window displaying the website 'Strategic Design from Duo Consulting'. The browser's address bar contains the URL 'http://www.duoconsulting.com/strategic\_design/index.cfm'. The website's navigation menu includes links for 'Home', 'About Us', 'Contact Us', 'Our Blog', and 'Client Extranet'. The main content area features a large heading 'Strategic Design' and a sub-heading 'On the Web, success depends on how well a site marries business goals, user needs and technology.' A sidebar on the right contains a list of links: 'Strategic Design', 'Overview', 'Content Strategy', 'Information Architecture and Usability', and 'Brand Identity'. Red annotations highlight several elements: the browser title 'Strategic Design from Duo Consulting', the address bar, the main heading 'Strategic Design', the 'Overview' link in the sidebar, and the 'Page Headings' and 'Internal Links' labels. Red thought bubbles are also present, containing the labels 'Site Name', 'Page Title', 'Directory Name', 'URL Length', 'Page Name', 'Page Headings', and 'Internal Links'.

## ▶ The Visible Components

- Site Name
- Sub-directories (site sections)
- Page title
- Page headings
- Internal links
- URL length
- Page Size

## ▶ The Invisible Components

- Meta data
  - Keywords
  - Description
  - ALT tags
- Web standards
- Freshness

# Checking page "freshness"



Web

[Images](#)

[Groups](#)

[News](#)

[Froogle](#)

[Local](#)

**New!**

[more »](#)

Search

[Advanced Search](#)

[Preferences](#)



This is **Google's** [cache](#) of <http://www.duoconsulting.com/> as retrieved on Nov 28, 2005 03:40:48 GMT.

**Google's** cache is the snapshot that we took of the page as we crawled the web.

The page may have changed since that time. [Click here](#) for the [current page](#) without highlighting.

This cached page may reference images which are no longer available. [Click here](#) for the [cached text](#) only.

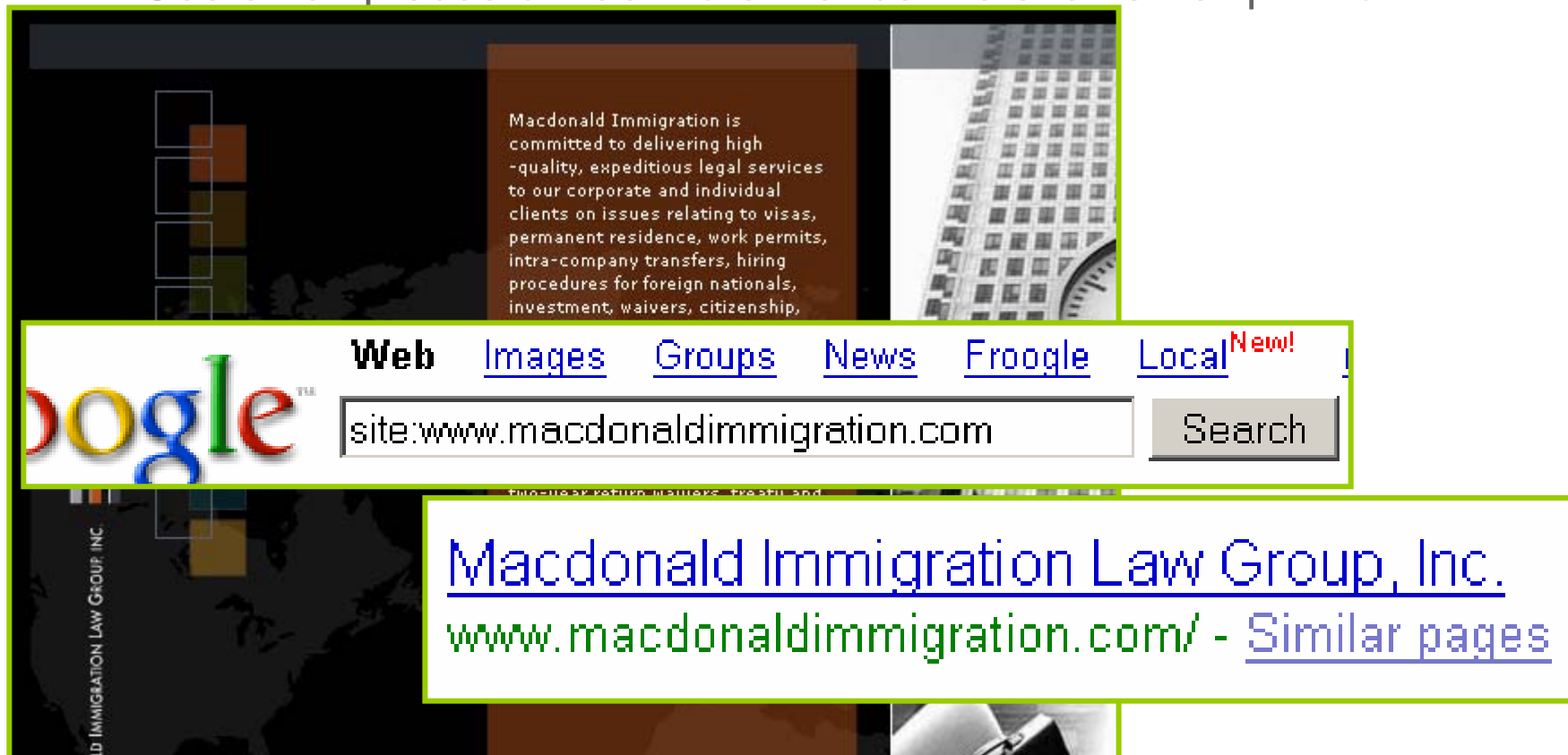
To link to or bookmark this page, use the following url:

[http://www.google.com/search?hs=s5C&hl=en&lr=&client=firefox-a&rls=org.mozilla\\*3&en-US\\*3&official&q=cache\\*3&www.duoconsulting.com&btnG=Search](http://www.google.com/search?hs=s5C&hl=en&lr=&client=firefox-a&rls=org.mozilla*3&en-US*3&official&q=cache*3&www.duoconsulting.com&btnG=Search)

*Google is neither affiliated with the authors of this page nor responsible for its content.*

## ► Flash

- Use small pieces of flash to enhance the site vs. “skip intro”

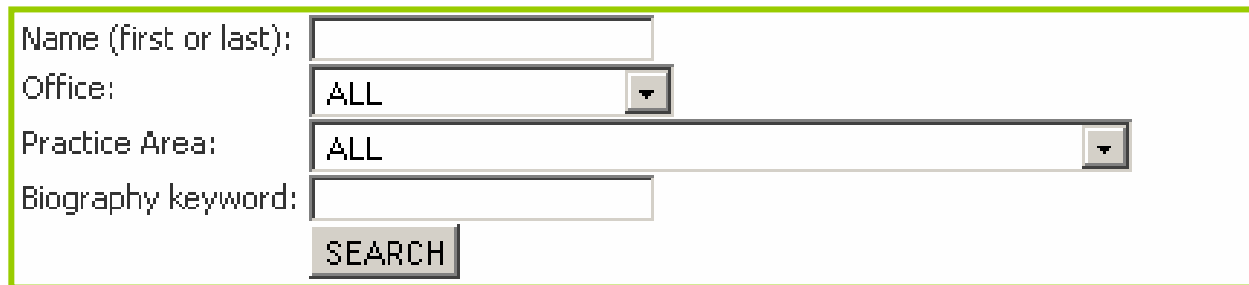


The image shows a screenshot of a Google search interface. The search bar contains the text "site:www.macdonaldimmigration.com" and a "Search" button. Above the search bar are navigation links for "Web", "Images", "Groups", "News", "Froogle", and "Local" (with a "New!" badge). Below the search bar, a search result is displayed in a white box with a green border. The result text is: [Macdonald Immigration Law Group, Inc.](http://www.macdonaldimmigration.com/)  
[www.macdonaldimmigration.com/](http://www.macdonaldimmigration.com/) - [Similar pages](#)

The background of the screenshot shows a portion of the Macdonald Immigration Law Group website. It features a dark background with a world map and a vertical text element on the left that reads "MACDONALD IMMIGRATION LAW GROUP, INC.". A central text block states: "Macdonald Immigration is committed to delivering high-quality, expeditious legal services to our corporate and individual clients on issues relating to visas, permanent residence, work permits, intra-company transfers, hiring procedures for foreign nationals, investment, waivers, citizenship, and more." To the right of this text is a photograph of a modern skyscraper.

## ► Forms

- Lots of employees in a list, make it searchable
- Problem: Hides content from search engines



A screenshot of a search form with the following fields:

- Name (first or last):
- Office:
- Practice Area:
- Biography keyword:
- SEARCH

- Solution: Provide links to in addition to search forms

### *Find an Attorney*

Click a letter to find an attorney by last name:

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

## ► Sitemaps



## ► Benefits

- Human readable
- Google readable
- Keeps deep content close to your home page

### Site Map

- ◆ President
- ◆ Vice President
- ◆ News & Policies
- ◆ Government
- ◆ Mrs. Bush
- ◆ Mrs. Cheney
- ◆ History & Tours
- ◆ Kids Only
- ◆ Contact
- ◆ Appointments
- ◆ Search
- ◆ En Español
- ◆ State of the Union
- ◆ Holidays

### President

- ◆ Biography
- ◆ Photo Essays
  - ◇ First Weeks
  - ◇ First 100 Days
  - ◇ International Discourse Part II
  - ◇ We the People
  - ◇ International Discourse Part I
  - ◇ International Discourse Part III
  - ◇ Tee-Ball Game 1: Sox vs. Rockies
  - ◇ Tee-Ball Game 2: Brewers vs. Parrots
  - ◇ Independence Day

## ► Moving Home

- Be cautious when switching to a new content management tool
- Monitor your traffic before and after the move (Fred)
- Send out “We have moved cards in the mail”
- Have a plan for any old pages
- 302 error pages




**The page cannot be displayed because you need some fresh air**

The page you are looking for is currently unavailable. Your ISP has told us that you're on-line several hours every day, and that just ain't right.

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Please, for the love of god, try the following:

- Don't click the  Refresh button. Go outside now.
- If you are about to spend another \$100 at Amazon, then please contact Amazon Anonymous.

## ▶ JavaScript

- Search engines only see HTML content
- They don't know how to use JavaScript
- Any content constructed with JavaScript (drop down navigation) won't help your page rank
- New approaches like AJAX should take this into account

[PumpBiz - A better way to buy pumps and pump supplies.](#)

Search **PumpBiz** Pumps Parts. ... You are receiving this message because you need to upgrade your browser or have disabled **JavaScript**. Products, Pumps. Centrifugal. ...

[www.pumpbiz.com/products/index.cfm?fuseaction=pump\\_model\\_detail&product\\_id=9493 - 19k - Supplemental Result - Cached](#) - [Similar pages](#) - [Remove result](#)

- ▶ Search Engine Considerations
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- ▶ E-commerce site dedicated to Mechanical Pumps
  - Sump pumps
  - Centrifugal pumps
  - ...and many more
- ▶ Great content
  - PumpU education section discussing pump selection
- ▶ Over 9000 products!

## ▶ August 2004

- 320 referrals from Google
- 404 referrals on the keyword pump
- 134,763 page views
- Less than 10 pages in Google
- Web based sales approximately \$3,000 per month

- ▶ “A typical web page has at least 3 times as many characters behind the scenes as those you actually see in the browser.”
- ▶ Shouldn't you know what those are?
  - Display markup
  - Search engine hints

# View Source

The screenshot shows a Microsoft Internet Explorer browser window displaying the Pump Biz website. The browser's title bar reads "Pump Biz - A better way to buy pumps and pump supplies. Call 800.786.7249 - Microsoft Internet Explorer". The address bar shows "http://www.pumpbiz.com/". The website header includes navigation links for "MY CART", "MY ACCOUNT", "MY STOCKROOM", and "CONTACT US". The main content area features the Pump Biz logo and a navigation menu with "Home", "Login", "Products", "Search", and "Tech Resources". A "View Source" menu option is highlighted in the browser's context menu.

**Back** - A better way to buy pumps and pump supplies. Call 800.786.7249 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.pumpbiz.com/>

MY CART MY ACCOUNT MY STOCKROOM CONTACT US

**pumpbiz.com**  
1-800-PUMPBIZ (786-7249)

Home Login Products Search Tech Resources

Register with PumpBiz!

**Products**

Pumps

Centrifugal Pumps

Positive Displacement Pumps

**Welcome to PumpBiz**

You've been looking for a better way to buy pumps and pump supplies over. Here's why:

**We carry more than 9000 pumps**

Back  
Forward  
Save Background As...  
Set as Background  
Copy Background  
Set as Desktop Item...  
Select All  
Paste  
Create Shortcut  
Add to Favorites...  
**View Source**  
Encoding  
Print  
Refresh

# Problem I – NOSCRIPT Tags

## ▶ JavaScript NOSCRIPT tag

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
  <title>Pump Biz - A better way to buy pumps and pump supplies.
  <meta http-equiv="Content-Type" content="text/html" />
  <meta name="description" content="PumpBiz - A better way to buy pumps and pump supplies.">
  <meta name="keywords" content="industrial pumps, general pump parts, fire pump, ebara pumps, drum pump, diaphragm pumps, commercial water pumps, commercial pumps, circulation pump, chemical pump, centrifugal pumps, barnes pumps, amt pumps, industrial water pumps, jet pump, little giant pumps, magdrive pumps">
  <noscript>
    <cfoutput>
      <meta http-equiv="Refresh" content="0;URL=http://www.pumpbiz.com/index.cfm?fuseaction=nojs">
    </cfoutput>
  </noscript>
</head>
```



The screenshot shows a Google search interface. The search bar contains the text "site:www.pumpbiz.com javascript". The search results are displayed under the heading "Web". The first result is a link to "PumpBiz - A better way to buy pumps and pump supplies." with a description: "... You are receiving this message because you need to upgrade your browser or have disabled JavaScript. Products, Pumps. Centrifugal. Positive Displacement. ...". Below the description, the URL "www.pumpbiz.com/products/index.cfm?fuseaction=pump\_model\_detail&product\_id=9493-19k" is shown, followed by "Supplemental Result" and links for "Cached" and "Similar pages".

- ▶ Several options available to us
  - Remove the tag altogether
  - Change the behavior when scripts are turned off
  - Display a friendly “in-page” warning
  - Wrap the tag with a Google checker

# Problem II – Page Titles

## ► Page Titles

```
<title>Pump Biz - A better way to buy pumps and pump supplies. Call 800.786.7249</title>
```

The screenshot shows a Microsoft Internet Explorer browser window. The address bar contains the URL <http://www.pumpbiz.com/>. The browser's title bar reads "Pump Biz - A better way to buy pumps and pump supplies. Call 800.786.7249 - Microsoft Internet Explorer". The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's toolbar includes Back, Forward, Stop, Refresh, Home, and Search. The browser's search bar contains the text "pumpbiz \"a better way to buy\"". The search results show a link to "Pump Biz - A better way to buy pumps and pump supplies. Call 800.786.7249" with a snippet: "PumpBiz - Your Pump search is over - We have over 9999 pumps online, in stock. Water, Chemical, Industrial, Residential. 60+ Brand names. 800-PumpBiz. www.pumpbiz.com/ - 71k - Cached - Similar pages".

## ▶ Again, we have options

- Manually edit each web page (9,000 pages)
- Manage the titles in a Content Management System
- Use information from elsewhere on the page, like the H1 Tag
- Generate the title using rules depending on site section

## ▶ What did we do?

- Rule based titles
- Product example: Company Name – Model Number – Manufacturer
- PumpBiz : 100 BNFI - Bell & Gossett CI & Bronze Circulating Pumps - PumpBiz™ Pumps

## ▶ Page Keywords

```
<meta name="keywords"  
  content="industrial pumps, gorman-rupp pumps,  
  general pump parts, gear pumps, fountain pumps,  
  fire pump, ebara pumps, drum pump, diaphragm pumps,  
  commercial water pumps, commercial pumps,  
  circulation pump, chemical pump, centrifugal pumps,  
  barnes pumps, amt pumps, industrial water pumps,  
  jet pump, little giant pumps, magdrive pumps">
```

## ▶ Fewer options

- Create the keywords for each page
- Generate the keywords from the text they describe
- Suggest keywords and allow the user to edit them

## ► Generating keywords – Keyword Density

1. Strip all the markup (hidden) text
2. Count the number of occurrences of each single word, double word and triple word e.g. “pump”, “sump pump” and “large water pump”
3. Triple word combinations carry more weight than single words
4. Use the top 20 ranked by weighted occurrence

## ▶ August 2004

- 320 referrals from Google
- 404 referrals on the keyword pump
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- Web based sales approximately \$3,000 per month

## ▶ September 2005

- 3,764 referrals from Google
- 1,861 referrals on the keyword pump
- 378,242 page views
- 4,040 pages in Google
- Web based sales in excess of \$26,000 per month

The Bottom Line: \$250,000 revenue last year vs. \$36,000 previous

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# Common Goals: Increase click through rate

- ▶ Searchers
- ▶ Visitors
- ▶ Visitors who complete scenario
- ▶ Qualified Visitors
- ▶ Disqualified Visitors (esp. for Pay-per-click)

## [Duo Consulting](#) | Chicago Web Content Management

**Duo Consulting** helps clients create, organize and manage content and search engine results on the Web.

[www.duoconsulting.com/](http://www.duoconsulting.com/) - 13k - [Cached](#) - [Similar pages](#)

## [Duo Consulting](#) Blog: Configuring VeriSign's

**Duo Consulting's** blog discussess web development, Content Management Systems and Google Sitemaps.

[www.duoconsulting.com/blog/index.cfm?mode=entry&id=1](http://www.duoconsulting.com/blog/index.cfm?mode=entry&id=1)  
[ [More results from www.duoconsulting.com](#) ]

# Common Goals: Make it Easier to Find Things

- ▶ Searching
  - Prominent search box
  - Fast searches
  - Intelligent searches – match product codes
  - Results: sort by popularity, not by name
  - Site maps
  - Contextual related content

**BBC NEWS: VIDEO AND AUDIO**  
**Matt Frei says the US 'did not buy' Bush's personal choice**  
[▶ VIDEO](#)

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**FUTURE OF THE SUPREME COURT**

**KEY STORIES**

- ▶ Top court nominee steps down
- ▶ Bush defends court choice
- ▶ Bush aide picked for top court
- ▶ US confirms Roberts as top judge

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**MIERS' NOMINATION**

 **Deepening gloom**  
President Bush is hit by the Miers debacle on top of a mountain of other problems

- ▶ Chorus of critics
- ▶ Unknown quantity
- ▶ Press probe Supreme Court pick
- ▶ Profile: Harriet Miers

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**BACKGROUND AND ANALYSIS**

- ▶ Contentious cases ahead
- ▶ Profile: John Roberts
- ▶ Supreme power of US justices
- ▶ How US Supreme Court works
- ▶ Legacy of William Rehnquist

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**HAVE YOUR SAY**

- ▶ Your views: Miers' nomination

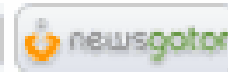
---

**RELATED INTERNET LINKS:**

# Common Goals: Increase Repeat Visitors

- ▶ It is ten times cheaper to retain an existing customer than it is to gain a new one
- ▶ Proactive
  - Targeted e-mail
  - Event triggered
  - RSS Feeds
- ▶ Reactive
  - Customized content
  - Repeat visit / purchase programs

## Subscribe to the Duo Blog



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## Archives & Feeds By Subject

- [Content Management \(35\) \[RSS\]](#)
- [Press Releases \(14\) \[RSS\]](#)
- [Services \(11\) \[RSS\]](#)
- [Strategic Design \(10\) \[RSS\]](#)
- [Water Cooler \(8\) \[RSS\]](#)

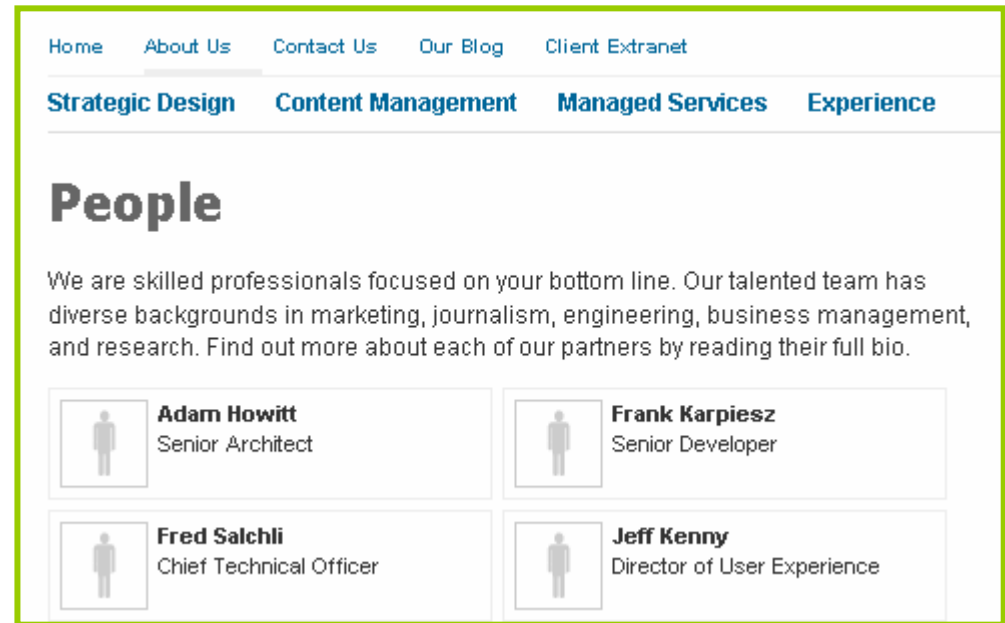
## ▶ Demonstrate expertise

- Contributor profiles
- Client list
- Testimonials





## ▶ Valuable original content

- Stick to your niche
- Novice concepts
- Advanced topics

## ▶ Quality links to additional resources



The screenshot displays a website's navigation and team section. At the top, there is a horizontal menu with links: Home, About Us, Contact Us, Our Blog, and Client Extranet. Below this is a secondary menu with links: Strategic Design, Content Management, Managed Services, and Experience. The main heading is 'People'. A paragraph of text follows: 'We are skilled professionals focused on your bottom line. Our talented team has diverse backgrounds in marketing, journalism, engineering, business management, and research. Find out more about each of our partners by reading their full bio.' Below the text are four profile cards arranged in a 2x2 grid. Each card contains a placeholder icon of a person, a name, and a title.

 <b>Adam Howitt</b> Senior Architect	 <b>Frank Karpiesz</b> Senior Developer
 <b>Fred Salchli</b> Chief Technical Officer	 <b>Jeff Kenny</b> Director of User Experience

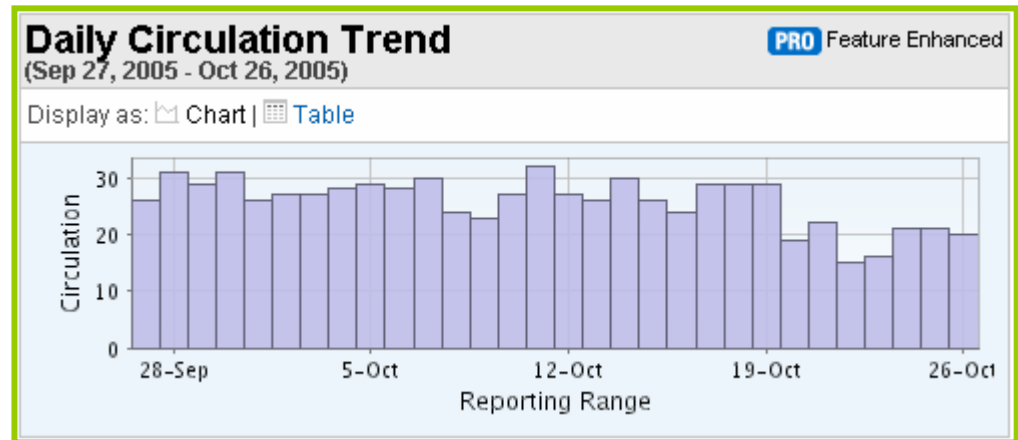
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# An Action Plan for your Website : Information

## ► Enhance site loyalty

- Create a successful subscription program and increase the number of subscribers
  - RSS Feeds
  - E-mail subscribers
- Maintain publishing frequency and quality
- Customize experience to the visitor



**Content Item Traffic Details** PRO Feature Enhanced  
(Sep 27, 2005 - Oct 26, 2005)

Rank	Itemviews	Clickthroughs	Content Item
1	14	29	Who?s There? View: <a href="#">Traffic Details...</a>   <a href="#">Original Item...</a>
2	14	50	Building Websites that Work View: <a href="#">Traffic Details...</a>   <a href="#">Original Item...</a>
3	11	44	SMBs Have Room to Grow on Web

# An Action Plan for your Website : Commerce

- ▶ Decrease clicks per item added to your cart
  - Map out the purchase process
  - Reduce distractions along the way
- ▶ Increase number of items per cart
  - Grocery store - Check out candy
  - Grocery store – Accessories
  - Grocery store - Bulk Rates



## ▶ Decrease abandoned carts

- Count them!
- Understand why
- Fix it!
- CSR Order screens

## ▶ Common issues

- Not enough information to purchase
- Confusing or confining process



- ▶ Identify and handle disqualified traffic
  - Explain what kind of work you don't do
  - Trap them on a learn more page
- ▶ Decrease number of clicks per lead
  - Prominent “request more information” links
- ▶ Capture lead qualification data
  - Number of pages viewed on the site
  - Types of pages viewed
  - Create more than one type of contact page

## ► Fundamental Web analytics

- Where are people coming from?
- How many people are coming?
- What are they doing on your site?
- What are they not doing?

Chicago Park District Referring Web Sites Ranked by Visits		
Visits	Web Sites	Share
1,187	<a href="#">google.com</a>	30.3%
431	<a href="#">search.yahoo.com</a>	11.0%
214	<a href="#">egov.cityofchicago.org</a>	5.5%
213	<a href="#">search.msn.com</a>	5.4%

## ► Action Plan Analytics

- Monitor “e-mail to a friend” usage
- Track and analyze order profiles
- Combine page views with lead conversion data



[E-mail this story](#)



[Printable format](#)

- ▶ Figure which type of website you are
- ▶ Identify the goals for your website
- ▶ Establish key strategies to support the goals
- ▶ Monitor the results
- ▶ Revise your position



# Building Websites That Work

Adam Howitt, Senior Architect

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<http://www.duoconsulting.com>