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### Question

## Why should you care if your website is “findable” on a search engine?

### Answer

According to research, 90% of on-line consumers use a search engine to look for products, services, or business information.

Since the average on line clicks-to-sale conversion rate is about 2%,

the higher number of visitors you get to your site, the more sales potential you have.

Your website’s search engine ranking is determined by numerous factors including:

- The quality and use of keywords and phrases in your site
- How many links are pointing to your website
- How interesting your website content is
- How your visible webpage content is written
- How your html code is developed
- How well your website architecture is designed
- The uniqueness and relevancy of your keywords to each individual page on your website

A good practice to put in place is to “google” your own type of business and see where your website appears in the list. If it isn’t high enough in the ranking—go back to the drawing board and make more changes to optimize your search engine ranking. And, remember to update, update, update—keep your website current. **BL**

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