

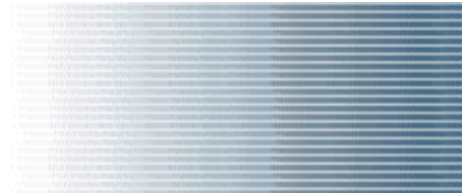


Computer Systems Advisers, LLC

Website Design and Hosting

Unlocking Potential Since 1992

www.csawebs.com



How to get your website noticed

1. When your website is launched or updated send a press release to the media, your clients, friends and associates
2. Place your web address on your printed literature – business cards, brochures, newsletter, letterhead, ads, everything
3. Promote your website in your signature for e-mails
 - a. Link your signature line to your website
4. Ask other relevant sites to link to yours.
 - a. One measure search engines now use to measure your site's importance is the quality, and, to a lesser extent, volume of outside sites that refer to your own site
5. Swap Ads and or Links:
 - a. Ask businesses you deal with to place your Ad on their website and you place their Ad on yours
6. The more links to and from your website the better your chances of being on the first page of a search engine, like Google
7. Offer added values that make sense to your business and ideal client.
 - a. This can include articles, tips or affiliate programs
8. Promote your business or services in Craig's List under Small Biz Ads
9. E-Newsletter: Send to your clients, interested persons
 - a. iContact and Constant Contact start around \$10-\$15 a month
10. Social Media: Promote your business on Facebook, MySpace, YouTube videos, Yahoo Groups, Twitter

Top 5 Ranking Factors

1. Keyword Focused Anchor Text from External Links
73% very high importance
2. External Link Popularity (quantity/quality of external links)
71% very high importance
3. Diversity of Link Sources (links from many unique root domains)
67% very high importance
4. Keyword Use Anywhere in the Title Tag
66% very high importance
5. Trustworthiness of the Domain Based on Link Distance from Trusted Domains