

**Optimization:** Optimize  
Your Business, Not Just  
Your Website

A **CoreElement** Industry Insight



[www.core-element-marketing.com](http://www.core-element-marketing.com)

## Contents

1. Introduction
2. Optimize Your Business, Not Just Your Search
3. The Basics
4. A Content Marketing Approach
6. Impact on Social Media
7. Avoiding Black Hat Practices
- 8 Conclusion

## Optimization

You could have the Mona Lisa of industrial products, but if you can't be found in search engine results, you may as well not even exist.

We'll admit, making a long-term commitment to optimizing your business can at first be a daunting task.

Sure, you can cut corners, search for the "magic bullet" or use Pay-Per-Click to get ahead in the eyes of Google and Bing. You could even turn to unscrupulous "black hat" tactics that can provide short-term gain.

However, at CoreElement, we recommend a slower but much more cost-effective approach to search engine optimization ("SEO"). **We combine a content marketing approach with organic search optimization and a dash of Pay-Per-Click.**

This builds a long-term, updatable base of content that will help your site find its way to the top of search rankings. After all, what good is it to pay to be at the top one day and invisible the next?

*“If you think optimization is just for websites, then you are not seeing the larger picture.”*

## Optimize Your Business, Not Just Your Search

Optimizing your business doesn't mean simply changing a few words on a page to show up higher in Google's search rankings. Instead, it means tailoring your business to match search traffic on a broader level.

Part of this process involves minor changes like terminology (are you making pulleys or sheaves?). Such a change may seem trivial, but odds are a lot more buyers are searching for "pulleys" than "sheaves."

A larger part of the process involves restructuring the blend of products offered by your company. If one of the products you make is searched for twice as often on the internet than any other product, you should be striving to make more of that product.

You're optimizing your process. Making more of what you can sell.

If you're using SEO just to improve your search rankings, you're missing out. If you're using popular terms, you should drive people to them, which leads to consistent messaging.





## The Basics

Industrial marketing is filled with people, programs, marketing firms and SEO “gurus” that all claim to have the magic bullet that gets your company to the top of the Google search rankings. But really, even a basic SEO understanding can make a big impact on your search rankings.

That’s because, contrary to what some believe, there is no magic bullet. Google’s search algorithm changes frequently, so one SEO tactic may be the flavor of the week one day and chopped liver the next.

So what’s an industrial marketing professional to do? No magic formula here. Just getting back to the basics - and that starts with an approach called content marketing.

### **Get your speed up**

Is your website slow to load? That’s no good. Search engines prefer fast sites. So if your site stalls before images appear, or text won’t load, you’re not going to climb very high in search rankings.

### **Develop Relevant Keywords**

If a B2B buyer were to go online to search for the products or services you offer, what would that search look like? These are your keywords. Spread them around in your content.

### **Provide Images Search Engines Can Understand**

Search engines don’t see images the way humans can. Images used online can have ALT and TITLE attributes that are read by search engines, and all of the images in your content should have these.

### **Write Good Meta Descriptions**

When someone’s search directs them to your content, you want to be able to seal the deal by providing an informative and compelling meta description.

### **Cultivate Your Internal Links**

Internal links are the ones on your site that refer to other content on your site. Not only do they help your website visitors move from page to page on your site, but they help build search relevance and improve rankings. They’re most helpful when you incorporate the keywords you’ve already developed.

## A Content Marketing Approach

Content is at the heart of what we do to be found and to establish connections.

Content describes all of the efforts necessary to succeed online – a basic understanding of content marketing serves as a foundation for the right way to optimize your website.

The term is descriptive because **what is written in all of your online marketing media are indexed (read) by the major search engines**; Google, Bing and Yahoo. The payoff for pursuing all of these media are better positions at relevant searches for your product or service. **Carefully crafting your content to be found at targeted search terms will increase your chances of success.**

Your definition of success is the most important step in this process. By narrowing the focus of your content marketing you provide a voice to your overall effort. The people who use what you make are looking for specific information. A clear voice should be found and heard.

*“The people who use what you make are looking for specific information.”*

**The Content Marketing Institute provides more detail as to the purpose and strategy of content marketing:**

*Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing strategy, and it focuses on owning media, not renting it.*

*Basically, content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.*

Your online marketing media should link to additional information which engages the visitor. Twitter may bring someone directly to your website. A search on Google may lead to a specific blog post, introducing your firm to a potential buyer who didn't know you exist. **The goal of the entire effort is to lead your ideal buyer to engage with your sales department.**

Marketing success is qualified prospects identifying themselves and willingly entering your sales process. Determine your target buyer, create information they will find and then tell them what they need to know in order to qualify for your sales process. **Welcome to content marketing, the core of the modern industrial marketing plan.**



## Impact on Social Media

You've mastered the basics for your site, but don't forget about social media. If you're looking to improve your website visibility, social media should become an integral part of your campaign.

Google, the king of search, strives to pair searchers with exceptional sites, those that display knowledge and authority and Search Engine Optimization (SEO) continues to evolve as new technologies and developments become available.

Many SEO factors affect website rankings in search results, and social media is quickly rising in influence.

Social platforms provide the opportunity for businesses to share fresh, quality information, as well as participate in conversations, gain likes, tweets and shares. All of this interaction adds to your online authority and increases your relevance in the eyes of search engines.

**Quality content** - You will build relevance and gain trust by distributing high-quality, up-to-date content. As your audience grows, so will your SEO rankings.

**Shared content** - Promote articles, press releases and news via social media. Write and share your blog. Tweet about it. Post it on Facebook, LinkedIn and Google+. Yes, this activity does apply to industrial manufacturers too!

**80/20 rule** - Your content should include 80% from relevant industry sources, and 20% about your specific products or services.

**Interaction** - Engage your followers. Contribute to conversations. Encourage sharing, liking, retweeting of content - and do the same for those you follow. Referrals, shares and retweets will help leverage your content for greater visibility in searches.



## Avoiding Black Hat Practices

When working to increase your rankings, we prefer to stick to “white hat,” or ethical, SEO practices. (It is a reference to the old westerns where it was easy to tell the good guys from the bad by the color of their hat.) Providing superior content, effective keyword usage, proper titles and quality inbound links are all considered white hat techniques.

### **All of the tips we’ve provided to this point are white hat.**

Unethical, or “black hat” activities might have short term benefits, but can ultimately have disastrous results for your business by flagging your site as spam and banning you altogether from search engines.

Examples of insipid practices include **spamming, link farming, keyword stuffing and hidden content.**

Search engines are becoming increasingly sophisticated, making it all the more important to keep up-to-date on the continually shifting search process.

### **Fight the urge to “trick the system.”**

Be sure your marketing objectives are driving your SEO program. Being at the top of a search page that doesn’t apply to your business isn’t going to do any good.

*“Given the choice between spamming the search engines and authentic, ethical search marketing, we choose white hat techniques.”*

## Conclusion

Nothing decays faster than information. You could have the best website in your industry, but if you aren't continually adding content and updating existing content, you're going to fall behind the competition.

An effective organic search engine optimization program, which affects your company's natural, non-paid rankings in a search, can have a dramatic effect on your online exposure.

Organic SEO, the method we prescribe, takes time and patience, **but continues working for you months, even years, after your campaign has ended.**

Optimizing your product offering by paying attention to search volume doesn't just change a few words around on your website, it alters the nature of your business.

**It's big-picture thinking that goes from simply playing the "SEO game" to incorporating an optimization mindset into your business plan that can help drive sales.**

You do want prospects to keep coming back for your Mona Lisa, right? Not only do you need to make it found, but your buyers have to be searching for it.





COREELEMENT

[www.core-element-marketing.com](http://www.core-element-marketing.com)

Call: 216-400-8201

Cleveland, OH USA  
44119

© copyright 2014 all rights reserved

photo credits: canstockphoto.com