

Is your Website Friendly to Search Engines?

Tell Tale Signs

Do you have thousands of items on your website ?

Do you get more traffic from Adwords than from Google Search ?

If yes, you are probably being un-friendly!

How un-friendly am I ?

Are your products in the Google index? What is the proportion of pages included in Google – your inclusion ratio. Search Engine Friendly sites have 100% inclusion ratio.

Does Google give good descriptions of your products ? Are the title, description and URL address of your products in Google right? The better the information, the better the results.

A model of the friendly website

A search engine friendly website makes all its **information easy to understand and easy to find**. Search engines and their robots need lots of **pointers and markers** of WHAT the information is, and lots of **sign-posts and maps** of WHERE the information is.

- Static Pages that don't change and are easy to classify
- Static HTML with lots of keywords and labels
- Friendly URLs addresses that are easy to understand
- Sitemap of all the products on your website

Check our technology showcase for a search engine friendly site: [Enclick Shopping Site](#)

An Friendly URL example is:

<http://electronics.shopping.enclick.com/compacks-dvd6972-multi-region-2-channel-dvd-player>

Dynamic Sites

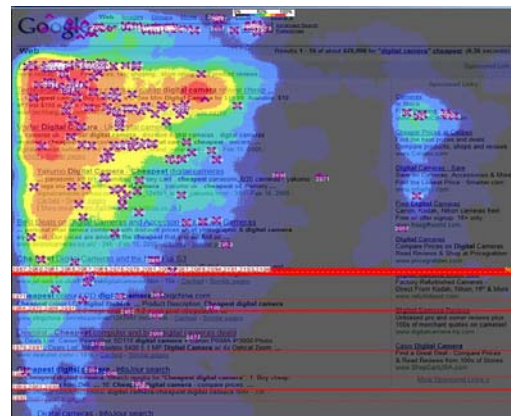
Dynamic pages are generated from database information, allowing product and content to be separate from presentation and web templates. eCommerce and Content Management Systems

(CMS) generate their websites dynamically through an automated program., often using session ID parameters to track the visitor. The result is:

- Unfriendly URLs
www.merchants.co.uk/product.cfm?rid=667&code=F AIJ316&SessionID=1434dfda3cv
- Confusing pages, with a lot spurious html
- Product pages that change, depending on the user session or CMS updates
- No or bad sitemap of what the products are and where they can be found

Be Friendly and Get Lots More Traffic

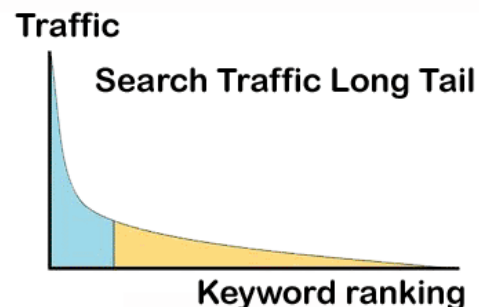
How much traffic can you get from normal search results? The figure below shows an eye tracking test for a Google Search Result page:



All things being equal, natural search gets 10 times more click-through than Adword links¹.

The Keyword Long Tail

The top 10 keywords get 10% of the traffic; most of Google traffic comes from thousands of other keywords and phrases. The long-tail shown in the figure below; low ranking keywords get a lot of traffic relative the top 10 keywords.



¹ Organic indexes generate 87 percent of commercial referrals from search engines. JupiterResearch, December, 2004.

If you have an extensive catalogue of products, you have a natural inventory of long tail keywords. Put them to use !

Making your Website Friendly

The best solution is reworking your website from the ground up:

- Recode your site to not pass “query strings”; eliminating question marks from the URL
- URL rewriting (using a server module/plugin)

Both solutions involve significant manual effort to design and maintain, specially if your prices change. Another solution is the

- Enclick Search Engine Indexer

which is easily integrated and has negligible ongoing maintenance.

Enclick Search Engine Indexer

The heart of the Search Engine Indexer is our robot or crawler technology. Our crawler will index your site and compile a search engine friendly copy exclusively for the search engine robots. The search engine friendly copy will be

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[Ethical Issues: Complying with the Google Guidelines](#)

The Enclick Indexer does not deceive search engines. It offers Google, and other search engines, an identical but search engine friendly version of your dynamic site content. A process that Google acknowledges complies with its guidelines. [Ethical search engine optimisation](#)

Easy Setup

Step 1: Enclick spider robots crawl through your website and retrieve all the pages and products.

Step 2: Enclick Indexer creates a search engine friendly version of all your product pages, hosted on Enclick servers.

Step 3: Enclick servers compile an optimised sitemap of all your products, and submit it to Google's

Webmaster Sitemap program, and present it online

Step 4: You link to the Enclick server from your site, so Google crawlers are introduced to the search engine friendly pages

Step 5: Spiders crawl through Enclick's version of your site and index your product pages.

Step 6: Friendly Version of the site moves up Google's and other search service rankings.

Traffic starts arriving from natural search results.

Search Engine Optimisation

Being search engine friendly site is necessary but you also need to promote your site on the internet. Offsite search engine optimisation is essential. Enclick can assist in the optimisation if required.

Track Record

Enclick has over 20million pages indexed by Google, and has been offering search engine services since 1997. Enclick technology serves over 100m pages a month from data-centres across Europe.

What is the Guarantee?

The guarantee is easy: no traffic, no pay.

We run a Pay Per Click arrangement, where the Cost per Click (CPC) is set to a quarter of the CPC of you core keywords.

Get in Touch

If you have over a thousand products on your website, it is probably worth trying Enclick out.

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