



Is Your Site Ready for Traffic?

Before spending money to promote your site, there are a few things you should make sure you've done – and a couple you should avoid! Take a moment to review the questions below to determine if your site is ready for traffic.

Will a visitor know what value your site is providing by viewing the first page?

You only get one chance to make a first impression. Take a look at the first page you want a visitor to see when they come to your website. Does it clearly communicate the value your site has to offer and what makes your site unique? Will it answer enough of the visitor's basic questions to pull them in deeper to your site?

Do your page title tags lead with relevant key words for your site?

Search engines look at the words in your [title tags](#) and use them to determine where your site will come up in a keyword search. In fact, the text in your page title tags will appear in the search engine listings. So, it is important that you use appropriate [key words](#).

Does your site content use appropriate key words?

Just like page titles, search engines use the words in the [body text](#) of your site to determine keyword search relevance – an important factor in getting listed in the results of a keyword search. Be sure to use words in your site content that you think potential visitors will be likely to use when they are conducting an online search.

How will a visitor contact you if they are interested in your product, service, or organization?

Make it clear if you want customers to call you, send an email, submit a form to request more information, etc. If your contact information is three pages deep into your site, visitors may not be able to find it and you won't receive many contacts. Don't bury your contact information unless you intentionally don't want visitors to your site to be able to contact you.

Have you taken advantage of offline promotional tools to drive traffic to your website?

Make sure your Web site listed on your business cards, stationary, brochures and any other printed materials. A lot of people are more likely to visit a website for information than call you directly if they are interested in gathering more information about your business.

Are you using images instead of text to display potentially key word rich content?

Search engines can't read graphics. So, avoid using graphics of any content that might be an important keyword search for your site.

Is your page too "heavy"?

Loading up a Web page with large images, sound or multimedia files will cause the page to load slowly, especially for those using a dial up connection. Make sure you've optimized any graphics for Web viewing and think carefully before adding music or sound files. A good rule of thumb is images shouldn't be any larger than 50K (the smaller the file size the better)

Glossary

1. *Title Tags*: A title tag is an HTML code snippet that creates the words that appear in the top bar of your Web browser, for example, "Your Company Home Page." These words were entered into the title tag of the site's HTML code. They don't appear anywhere on the actual Web page. The HTML code for a title tag looks like this:

```
<HEAD>
<TITLE>Your Company Home Page</TITLE>
</HEAD>
```

2. *Key Words*: Words that people use when searching for information and/or websites in an online search engine like Google. For instance, someone looking for a web site building service might go to Google and type in, "build a web site" or "build a web page".

3. *Body Text*: The text that makes up the content of your site. Usually this is a text box element you have added with SiteBuilder.