

## CK TIP SHEET: Search Engine Optimization (SEO) Quick Fixes



The two most important factors of SEO are great content and inlinks. Here are five immediate action items you can take to strengthen both areas.

1. Revise your page TITLE to include keyword-rich descriptive phrases separated by commas. For example, change "ASAE 2007 - Home" to "ASAE 2007 Annual Meeting & Exposition – conference, expo, education, convention for association executives"
2. Submit your site to relevant directories, including Google, Yahoo!, Open Directory Project and industry-specific sites.
3. Look for your industry on Wikipedia and make sure your association is represented with a correct URL. (But only where appropriate...the Wikipedians are very strict.)
4. Negotiate reciprocal link agreements with related organizations, publications, directories, blogs, etc.
5. Create link-bait—post fascinating content unique to your industry and organization and allow people to freely link to the information.

### **TIP: Check out**

<http://siteexplorer.search.yahoo.com/>  
to compare your website's INLINKS to your competition.

### **CREATE A CONTENT STRATEGY**

Your marketing insight is critical for developing a viable content strategy for your website. Here are three content strategies you can propose to increase your search engine ranking.

1. **Focus on Keywords**—Develop content with keywords in mind. That means making sure your site has interesting, relevant content for the keywords you think are most important, as well as content for the keywords that are actually driving traffic to your site.
2. **Give Away Great Stuff**—Give away tools, data or advice people need for free. This is the essence of link-bait, and the best way to drive inlinks to your website.
3. **Be Social**—Blogs and other social networking tools add regularly updated content with personality to your site. Your social networking strategy is an increasingly important piece of the web marketing puzzle. Even if your organization is not ready to take the plunge, it's a good idea to start haunting the same blogs and social networking sites that your members haunt. If your organization has content that is pertinent to the conversation, you can leave a comment and invite readers to check it out on your site.

### **BONUS Action Item:**

Consider Google Ad Words as a way to increase traffic...but make sure you have great content in place so you can convert clicks to repeat visitors.