



Words, more Words, and Content

By Edward F. Nesta

The best Internet optimizing is still tied to the descriptive sentence structure and wording that reflects who you are and what you are 'selling'.

There are so many different points-of-view and service offerings on how to 'optimize' your website to reach your market segment; this is regardless if you are selling a product, or looking to just present your thoughts. The Internet is the medium where we are always looking for the 'right' person to read our content. So, with all the many articles you can read on optimizing, and all the different 'latest' optimizing techniques that you receive via email, what seems to be the underlying draw? Okay, there are the standard technical requirements, but this goes beyond the background technical aspects, I am talking about marketing your words and thoughts to an audience you have yet to meet.

Have you every looked at the results of an Internet search? For example: If you do a search on Google and enter in a set of words or a phrase (ex. 'Chefs Recipes International'), the search results will display a brief textual representation per returned website link, and within the link and resultant search text you will find the same words that you entered for the search bolded. If you take it a step further, you will see that in some cases the words you entered are not directly a part of the title or the initial sentences of the article, but the words may be found deep within the overall textual structure. The search engines have such tremendously powerful computing systems that they not only compile a view of all the different websites, but they look at each individual page per website, the images, and the discrete text per website. Even for images, the search engines view the text assigned per image.

So, are words still important even though it seems that text messaging (Aka Short Message Service - SMS) has grabbed a hold of a generation including television commercials that are done entirely in SMS format. D.U. TXT MSG? I personally do not do a lot of text messages, as well as I do not use the text message short formats in my email messages. I believe that complete sentences are the formal and professional way to correspond. This is true within the content that you develop for your website regardless if you are selling a product via eBusiness, selling your Business via a Company website, or selling your thoughts and comments via a blog.

It is not just words and sentences, but a conscious attention to not only what you are trying to say, but how you want to be found. You have to think from the perspective of someone who is doing a search and how they may look for the information that you are presenting. In other words, you need to take yourself out of what you are writing and think about someone looking for information, or to solve a problem that you believe you have the answer to. Do you project the imagery within words and images that will connect with someone? Have you grouped words into phrases that are synonymous with a search inquiry? This may sound a bit difficult, but it is not. There is an easy way to look into the Internet search crystal ball; I recommend that you search the Internet as though you were someone looking 'to find' the information that you are presenting, and review the results. You should continue to refine your searches to see what is out there and what type of information is returned. Regardless if the results surprise you, or entertain you, the process will help as you develop your site's content. Example - If you search on the word 'spirits' as in reference to liquor or liqueurs, the resultant search return in Google is a mix of liquor related articles and occult related articles. Now this may seem obvious, but for different business segments I have found that key words and phrases have multiple meanings, and as such you need to understand this prior to taking the time to develop, review, modify and finalize your content. The saying goes, "Content is King," but so is the power of words, more words, and phrases.

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