

“Googling For Customers - Website visibility is the key to capturing today’s clients”

By David Coleman

I have a website but no one knows it! This is how I felt over five years ago and it took me over a year of research just to get decent results. Here are a few things I have learned that I hope will help you.

First, I will tell you what not to do. DO NOT use hidden text, this is very frowned upon and you will get caught. Hidden text is when you place text on your Index page that matches the color of the background. Google will lock you out of search results, for at least six months. The other thing you want to avoid is placing too many keywords in your Meta Tag data or page properties. This can confuse Google powered search engines, which use computerized web crawlers, called Spiders. Yahoo powered search engines are still maintained by humans so on their search engines it will look like an over-saturation of information.

Now I’ll talk about what I have learned that will help your search placement. Most importantly is that your subject matter from text to images should match up with your keywords and Meta Tag data. If your website title and description says “D Coleman Photography - Wedding Photographer Serving Ozark MO”, then you need to have keywords attached to that page including these words. You will also want to have HTML code that can be associated with this data. If you don't know how to add keywords, HTML code, and Meta Tag data to your site, you should look into a program that you are comfortable with learning.

I do not know the best or worst programs to use but having said that, I use Yahoo Site Builder which is a free download if you have a Yahoo hosted website. The other main application that I use for Meta Data and keywords is Lightroom. Before you upload an image to your site, you can open it in Lightroom and add your keywords that get embedded in your images. Most applications have the tools to add all the important information you need to make your site visible to the search engines and then it's all about fine-tuning.

Yahoo updates the listings every 2 to 3 weeks and Google every 5-7 days. This is why it takes so long. Make one change and you could wait a month before seeing if it helped. Keywords like Photographer, Wedding, Candid, and Missouri (your location) are very important words because these are the words that your customers are thinking of when they

search for a photographer. The days of pulling out the Yellow Pages, going to “Photographers” and calling everyone from A-Z are gone. Now it’s about sitting down and typing "Wedding Photography Springfield Mo" in your favorite search engine. The first 20 entries have the best chances of getting the work. I don't have the formula for perfect search listing but I have researched it for 5 years now because what's the point of taking great portraits if no one will see them?

My last piece of advice is something that I have learned from my wife. When creating your site and coming up with keywords, think like a customer. This will help in getting your customers to your virtual storefront and keep them looking deeper into it until they finally have to click on the contact button!

This article was written and submitted by David Coleman of D. Coleman Photography. If you would like to learn more you can find David’s company website online at www.dcolemanphotography.com. David Coleman is a proud member of C2K Neighborhood.