

## Website Visibility

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Do enough people see your website?

BMW thought not, but their solution got their German website banned from Google. BMW showed Google a page full of words that put it in the top search results. BMW showed everyone else a different page full of enticing pictures. Google wants to see what everyone else sees, so Google banned BMW.

Accidentally violating Google's guidelines can happen to businesses that take bad advice. BMW was able to work with Google to fix the problem in record time. It can take others a lot longer.

So what can you safely do to get more website visitors? Think about libraries. Say you visit your library for a book on the quality of life in Amsterdam. Think about all the things you look for, and apply them to your website.

For example, you first see the book's title. A book called The Quality of Life in Amsterdam is more promising than one called simply Europe. What is the title of your homepage? Is it just your company's name, or does it say what your website is about?

Three Tips for Website Visibility:

1. Give each page a descriptive title.
2. Speak your audience's language, not industry jargon.
3. Be sure your site works for someone who is disabled. Google and Yahoo can't experience images or sound. Make your site accessible to everyone (there is a right way to use multimedia), and you'll also be understood by Google and Yahoo.

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