

## **Finding the Site of Your Dreams!!**

### **What?!? You just said that?!?**

Picture this. It is something that goes on in nearly all households virtually every day when we are looking for a deal or some information – whatever it is.

You're thinking about going on a holiday, say in Malta – there's a few of you, and you have agreed where in Malta, (Senglea), and the sort of accommodation you want – you now just need to find somewhere to stay. It's now your job to have a look around the internet to see what is available for your dates and what is in your price range.

So, what do you confidently type in to the search – “Senglea Malta self catering apartment near sea sleep 6” – and what do you get?!? A whole list of websites offering you a self-catering apartment near the sea in Senglea with accommodation for six!!!

At this point you are possibly thinking, “Has the guy writing this got a screw loose?”

No he hasn't!! Just think about what you asked for in your search. Nowhere do you suggest the name of a street, a website, or the person's name who runs the business – no specific detail whatsoever. They all just popped up, and the majority of them are offering exactly what you are looking for!

Magic!!

### **Does Our Site Do That?**

Now picture this! For one of these common searches going on everywhere, every day, someone is typing in a non-specific search for a person, or business that offers, or does, exactly what you do!! They have never heard of you, they don't know where you run your business from, and they don't even know that you have got a well-established, exceptionally informative website.

So the million-dollar question is - when they run that non-specific search will they find you?!?

Will your website pop up right on cue to advise and enlighten them?!?

### **Why Doesn't Our Site Do That?**

Good question!! If you have a 'good' website, with good advice and information on it, this is the very situation when our 'searcher' would love your site to be sitting there waiting to be opened!!

However, your good question is not that easy to answer. For now though, please accept that identifying why your site is not doing it, and then fixing it, is almost certainly pretty straightforward.

I have had two examples recently of well designed, well established websites coming up at best on page 15 of the search engines. Who on earth, other than geeks like me, is going to trawl through to page 15 to find the site of their dreams?!?

### **Could Our Site Do That?**

Yes it can – very simply!!

What you also need to appreciate is that there is rarely any need for a load of re-designing work, or even changing what's there already. And it is not stupidly expensive to sort out either.

### **Yeh, But We Are Local – What's the Benefit?**

Just to make this really 'pointless', why don't we make it "small and local". I have one-man-band self-employed web pages that I have worked on where they now consistently appear on pages 1 and 2 of the search engines when someone searches for their type of business locally. Some of them don't really need any extra work, what they want is their website being found easily, talked about, used for information and for their contact details. Oh, and guess what? Those who have their sites set up in this way are rarely looking for work, and it is quite surprising how often they get new enquiries.

If you want your website to be "found", please contact me and we can talk about your options and opportunities.

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"Improving Website Performance"