

## ARK CONSULTING CORPORATION

### 11 STEPS TO CREATING A PROFITABLE, HIGH TRAFFIC WEB SITE

**1. Establish the goal of the marketing effort.**

Is the goal simply to drive more targeted traffic to the site? Is the goal to get the visitor to make a purchase online, or to entice visitors to call or email for more information? *Different pages in the site may have different goals*

**2. Check current site visibility.**

Where do the site's pages currently rank in the major engines? Why?

**3. Analyze your competitors.**

Where do your competitors' site pages currently rank in the major engines? Why?

**4. Choose relevant keyword phrases.**

Brainstorm with your marketing, sales and agency people to determine which keyword phrases are most likely to be used by prospects to find your site.

**5. Check chosen keywords for traffic volume.**

Be certain to choose keyword phrases which will produce enough traffic to warrant the promotion effort. *Ranking number one for keyword phrases which no one is likely to use will not improve traffic.*

**6. Write keyword-rich page copy**

Modify your current Web site copy, or write new copy which will make each site page relevant to the keywords which you are targeting for the page.

**7. Forge link arrangements**

At the beginning, focus your link-building campaign on *complementary* Web sites. It is best to wait until the site is in perfect condition before beginning to request links. *The better your site is, the more likely others will be willing to link to it.*

**8. Register your site with the major search engines and directories.**

Be certain that you have uploaded all copy changes. The newly targeted copy on your Web site pages will help the directory reviewers and engine spiders to more easily understand what your site is all about - *and they will be less likely to edit the description which you submitted.*

**9. Submit listings to pay-per-click directories**

Set your budget. Then, *at least once each week* adjust your bids based upon traffic and sales conversions.

**10. Fine tune over time**

Allow the search engines sufficient time to accept your Web site pages. Once your site has become "spidered" and your links arrangements have taken effect, you should see traffic pick up. *Change page content, titles and other variables as part of the tuning process.*

**11. Be certain that you have or obtain the specialized expertise needed to accomplish the above tasks.**

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For additional information, please visit our website at <http://www.arkcorp.com> or call us at 1-847-265-8694