

Search Engine Optimization (SEO)

Below are a few tips you can apply to your website and web usage to increase your website's presence or Search Engine Optimization. More importantly, they'll help you apply the tools that will get you found over and over again without impacting your budget.

content
is king

Twitter Badge on website: Twitter has exploded as the new way to "Shout Out" or "Micro-Blog". Did you know that a search engine will capture and match what you type such as phrases or web links (hint hint) that you tweet on your twitter account?

Since most Twitter posts are public, take advantage to advertise responsibly. Remember, followers will drop if you spam them.



Content is King: The days are gone where you had to spell every single detail about your products/services. Unless the product requires it, most information provided in some sort of product sheet.

So now that you have more space to fill, what to fill it with? Simple; *content that matters to the visitor*. Anything from "how to use" to "testimonials" to "offerings" or "specials" is what will attract and encourage revisits.

Simplicity doesn't have to be vague, but the message should be simple to understand.

twitter

HTML Keywords: This is a website building 101 topic, but most often forgotten, or misused.

Make sure that your HTML pages have the right and unique keywords for what they contain.

For example, your PRODUCTS page should have a brief listing of products matched with some of your industry related keywords.

Facebook: Although most of us join Facebook under our personal and private accounts, take some time to create a public Fan Page and update it often.

Public entries via Fan Pages will register in search engines and allow for some easy advertisement.

Also, having a Fan Page will allow you to separate personal from business connections and protect the privacy of others.



Though there are many other (and costly) ways to increase your SEO (ex. pay per click, yellow page online books, ad-words, etc..), these tools should allow for an "Organic SEO Approach" that will allow for your website to be found time after time.

MergeWare-TIFA 2010 Quotes Directory

The following applies to MergeWare TIFA users. If you keep your "Quick Quotes" organized by year, you will want to:

- ❖ Create a 2010 directory underneath your Quotes directory. Ex. C:\MergeWare-TIFA\Quotes\2010
- ❖ Modify your FORMAUTO.INI file to reflect the new path for saving from the TIFA menu

If you need assistance, please do not hesitate to call us. We are here to assist and help you stay organized in order to make the most of your product!

OnLine LiveHelp

Have a quick question? Need live support?

We all have that question that can be answered quickly without the need of making a phone call. For that, we have added LiveHelp to our website. Just click on the LiveHelp icon located on our web pages and you'll be on live CHAT with us taking care of your needs. As well, our phone lines are always open during business hours to assist you.

