



Internet Marketing

Part 1: Google updates their SEO algorithm—do you comply?

The Internet is changing at lightning speed, and staying on top of the latest updates is crucial to your Internet marketing success.

Google recently announced another major update to their SEO (search engine optimization) mathematical algorithm. This formula is used to determine page ranking of your website and blog. The **speed** of your website is now taken into consideration when Google determines page rank. Not only does SEO, longevity, visitor activity, and back links (just to name a few) comprise their formula, they are also looking at how fast your website loads.

The massive growth of the World Wide Web, the explosion in mobile marketing with cell phones, and the addition of the new iPad using mobile 3G technology, prompted Google to be more proactive in controlling massive site design. Google is encouraging Web owners to work with them for a more user-friendly Internet environment while attempting to address Web storage to expedite online search. What better way to grab the attention of website owners and encourage them to cooperate with online efficiency than to penalize them for slow download time in comparison to competitors, which in turn slows down searches. With over 200 million websites online, the timesavings add up.

In addition, the majority of websites today are not mobile ready on a cell phone or iPad. Flash websites or Flash headers found on many websites increase loading time and fail to integrate with mobile units. Most video is incompatible with mobile units or iPad unless in MPEG-4 or 3G compatible formats.

Does this mean you have to redesign your website? The answer is NO... in most cases. However, if you are currently redesigning your website or creating your first website, it is important to address these issues NOW while still in design stage rather than redesigning later.

by **Mary Kay Miller**

So, what do you need to know to remain on the "bleeding" edge of Internet marketing today?

Here are **five tips** on how to evaluate your website to meet SEO guidelines and ramp up your website design for mobile marketing and iPad consumers:

1. Check out how your website looks on a cell phone with Internet access. If your header of video is black or text is overlapping or illegible when zooming in, your website needs editing. In some cases, a site redesign or separate mobile website is indicated. If you find problems on a cell phone, the same is true on an iPad.
2. Remove Flash intros and music. Statistics report consumers don't like Flash intros or music. This is an easy inexpensive fix to speed up loading of your site.
3. Update your Flash header. Although Flash headers are more engaging than stationary headers, it increases load time using multiple photos and is not visible on most mobile units. Contact information embedded in your header disappears. There are different options available without going through site redesign... so don't panic. Feel free to contact me to discuss.
4. Store or embed your video on a separate hosting service. Upload your video to YouTube and embed their code in your website or ask your hosting service to store your video on a separate server. This will speed up download time when visitors enter. However, the video from your hosting service must be in MPEG-4 or compatible mobile video formats to view on mobile technology or iPad.
5. Streamline or reduce your written content. Remove all

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fluff, bullet point wherever you can, combine pages where possible, and delete pages consumers don't read. More is not better in the eyes of Google. The average size of an orthodontic website is 25–30 pages. Stay within this range to remain competitive in your local area.

It is too soon to tell how this update will affect the SEO of orthodontic websites. If you see your page rank slipping in your local area, the speed of your website may be the cause. Check your page ranking on a monthly basis yourself, even if you have services outsourced to track results. Since Internet Explorer stores your Web history, make sure you use Firefox or Safari as your Web browser for a more accurate test. ◊

Part 2 (in the October 2010 issue), will cover the latest updates on Google Maps since June 2010 and what's going on with social networking and Facebook.

About the Author



Mary Kay Miller of Orthopreneur™ Marketing Solutions is an Internet marketing coach specializing in SEO and Web 2.0 Internet marketing solutions. She transforms orthodontic practices from ordinary to extraordinary with the latest in digital technology.