

Web site Optimization

Optimizing Web Traffic and Ranking

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Artsystems Web sites are designed to provide clients with the highest search engine placement possible. Any new Web site takes time to generate web traffic and good search engine placement and page ranking. Without getting too technical Artsystems would like to suggest customizable and free ways that will help drive visitors to your Web site as well as improve ranking among popular search engines like Google and Yahoo.

When your site is ready

- Have other relevant sites link to your Web site.
- Submit it to Google at <http://www.google.com/addurl.html>.
- Make sure all the other Web sites that should know about your pages are aware your Web site is online.
- Submit your Web site to relevant directories such as the [Open Directory Project](#) and [Yahoo!](#), as well as to other industry-specific expert Web sites. Make sure that the site description you enter has your preferred keywords included – up front and often.
- Create a useful, information-rich site, and write pages that clearly and accurately describe your content.
- Think about which words users would type in a search box to find your pages, and make sure that your Web site actually includes those words within, often, and near the top of the page text.
- Send email announcements to friends, clients, artists, vendors, other galleries or anyone who may have interest in your Web site, and include your Web address on all marketing materials and stationery. More traffic to your Web site will result in a higher page ranking and a search engine display nearer the top.

Google Analytics

A free account with Google Analytics will allow a wealth of reports to be generated detailing the traffic to your Web site and the individual pages within — including work detail pages.

Besides which pages and artists are viewed most and least, useful information reported includes referring sites, visits coming from which search engine key-words, city and country of visitors, etc., Google Analytics also anonymously tracks how visitors interact with a Web site, including what they did on a site.

All of this information is presented in an easy-to-read, yet thorough manner, through intuitive, visual reports. Google Analytics will not affect the performance or the appearance of your Web site

For more information, please see <http://www.google.com/analytics>.

Once an account has been set up with Google Analytics, Artsystems can code the Web site for use of the Google Analytics urchin software for a one time customization fee of \$175. Please consult Artsystems [Web support](#) to request this customization.

Google Adwords

Google Adwords allows key ad words to be used to help display the Web site under Google Ads when searched by these keywords. More information on Google Adwords can be found here <https://adwords.google.com>. This is great pay-as-you-go advertising that only costs if it drives visitors to your Web site.

Yahoo Sponsored Search

Yahoo offers a sponsored search program similar to Google Adwords. For more information on Yahoo Sponsored Search go here <http://searchmarketing.yahoo.com/srch/index.php>.

If further assistance is needed, please contact Artsystems Support.

Artsystems Support 212-620-5500 x 2

<mailto:Support@artsystems.com>