

OmniUpdate
Web Content Management

**Search Engine Optimization and
Web Content Management,
A Very Powerful Force**

A white paper discussing the misconceptions, benefits, and strategies behind one of the most effective marketing tactics in today's online world, and how combined with a web content management solution, it becomes a very powerful force.

By Rick Simmons
President
Dinkum Interactive
www.DinkumInteractive.com
267-626-9094

One of the most effective marketing tactics in today's online world is search engine optimization (SEO). This process allows your website to be placed at the top of search engines like Google and Yahoo! when a search is conducted for a particular phrase.

SEO is so effective for two major reasons. First, 213 million searches are conducted a day, according to SearchEngineWatch.com. That's double the number of people who watch the Super Bowl, and successfully optimizing a website costs significantly less than a thirty-second ad during that football game. Second, when one of these 213 million people performs a search for a particular product, he or she becomes a much targeted customer. Consider this – if a prospective college student searches on Google for an Apple Power Mac G5 computer, that person is most likely very interested in seeking information on or purchasing an Apple Power Mac G5 computer. Similarly, if a prospective college student searches for "journalism degree in Philadelphia," it can be assumed that the prospective student is considering going to Philadelphia to study journalism. If your website is optimized for the right keyword phrases, you will receive an influx of highly targeted customers looking for the exact type of product or service your company provides. It will make your sales job much easier.

As a marketer, you do not need to know how to code a website in order to take advantage of SEO.

A typical misconception regarding SEO is that marketers need to know how to code a website in order to take advantage of it. Thanks to content management systems, this is not true.

Content management systems like OmniUpdate, which has a program designed specifically for higher education, allow people to make easy changes to Web pages without ever touching the code. As OmniUpdate says on its website, the company offers "powerful browser-based Web content management systems that enable even non-technical faculty, staff, and students to easily create and edit text, insert images, and create new Web pages without HTML or programming."

This means that anyone can use a system like this to improve a website's SEO and receive greater visibility. The two ideas can work together to form a perfect strategy, and the rest of this article will give some examples on how this is possible.

For one, SEO relies on dynamic content, or constantly changing text. The tools that search engines use to determine the relevancy of a Web page like to see content change at least once a month. Having a content management system allows you to do this easily, without having to know the difference between a tag and a </h2> tag.

Additionally, if you hire a SEO consulting firm like Dinkum Interactive to create the ideal page titles and meta, alt, and heading tags, but want to constantly update the content of the page, a content management system like OmniUpdate allows you to lock out certain portions of the code. This means that you could change the elements of the website that customers would see without having to worry about altering the SEO code. It would remain protected.

Another unique feature to OmniUpdate is the ability to use PHP and CSS in addition to HTML coding. PHP and CSS are very recent introductions to the online world that add a great deal to a website's SEO opportunities, but are difficult to learn and cumbersome to deal with. OmniUpdate takes the hassle out of using these new codes by doing it for you, allowing you to focus more on the look and content of the site.

A final benefit to using a content management system is that a marketer no longer has to rely on a Webmaster or tech person to add a link to a website. Having links coming in and going out drastically improves SEO rankings, but it can be frustrating waiting for a busy techie to get around to it. Content management systems, however, allow you to add any links you want at any time, quickly and easily, which will not only improve the functionality of your website, but will improve its SEO.

Combine search engine optimization and content management to create a powerful force.

It may be easy to assume that search engine optimization strategies and content management systems are two separate entities, and, in essence, they are. But the two can be used together to form a very powerful force. Creating the right SEO strategy takes a great deal of marketing knowledge, but many marketers have never learned proper website coding. Content management systems allow marketers to work on a website without having to worry about the code. It gives them the power to create a successfully marketed website without having to rely on other people.

Of course, using a consulting firm like Dinkum Interactive ensures that your SEO strategy is as good as your marketing one, so sometimes it's good to ask other people for help. But once you've gotten your strategy down, you can run it however you like.

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