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BizBuySell Article

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Company Website Optimization: Must Haves to be Found Online

Establishing a strong online presence is more important than ever as the landscape of marketing brands and the business-for-sale marketplace adapts to available technology. Online search is exploding, and setting up the right infrastructure for your brand presence can make the difference between reaping the benefits of increasing searches, or getting buried by higher-ranking services. According to Google, there were **1.7 trillion** online searches conducted in 2012, which breaks down to **4.7 billion** searches a day! Where does your business appear in these search results?

Expanding on material we presented at the Spring IBBA Conference, we've created an exclusive IBBA series to help uncover online trends, what they mean for you, and actionable items to ensure your company's name will rise up in the search ranks.

We'll start with the foundation for capturing attention of prospective clients: your company website. This is the hub that will distribute your company message across the internet. Here are some tips to help establish your brand essence and differentiate yourself from other local broker services.

Key elements for your website:

- **Introductions:** Introduce yourself and your team! Tell visitors about your collective background, years in the industry, industry memberships and certifications to build credibility.
- **Expertise Areas:** Be sure to describe your industry knowledge to help search engines match you to relevant traffic. Are you the local expert on restaurant transactions? Let them know. List your specialties on your website to attract new listings and local visitors to your site.
- **Active & Sold Listings:** Showcasing listings for sale will help drive value to the seller and keep buyer traffic engaged and coming back. Maintain recently sold listings to encourage more listing agreements and instill confidence in new clients. Each listing is another page to draw visitors from search engines.

- **Blog & Article Content:** Content will help buyers and sellers understand the respective processes, plus, it will help you receive more organic traffic by creating pages to help your customers find you during a search. We'll cover this in more depth in a later post, but original content can show your know-how while building industry credibility and material that you can share across social media and other channels.
- **Contact Info & Form:** Embed your contact information thoroughly in your site to lower barriers for potential clients to reach you. Capture additional information about your visitors and build a prospect database by including an online contact form. Collect whether they're a buyer/seller, what their timeframe is for buying or selling, their phone, and email address.

Once you've built your site, measure your progress! You can't improve what can't be tracked, so create a baseline to measure traffic and visitor flows. [Google Analytics](#) is a free and powerful web analytics tool.

Metrics to monitor:

- **Audience Size:** Unique visitors
- **Engagement:** Time spent on your site, pages viewed per visit, repeat visitors
- **Visitor Flows:** Bounce rates, entry and exit pages, page sequencing
- **Conversions:** Buyer and Seller Inquiries

Lastly, and perhaps most important for adapting to growing online search trends, ensure that your website is optimized for mobile devices. At BizBuySell, we've seen a [143% increase](#) in mobile visits over the last year, and mobile visitors now account for **30% of our total site visits**. How is your business represented on these devices? Platforms like 'Wordpress' have provided options for Responsive Designs that will automatically transform websites to fit the device a user is using with an easy-to-read format. We've all tried to access mobile unfriendly websites on one device or another, and the back and forth scrolling creates a poor user experience. Don't let your website fall victim. Make sure mobile users have a good experience with your online brand.

In our next segment, we'll cover Search Engine Optimization (SEO) to further enhance your website by digging into how search engines prioritize your content.

Bob House is General Manager for [BizBuySell.com](#) – the Internet's largest and most heavily trafficked business-for-sale marketplace. Currently, approximately 45,000 businesses are listed for sale on BizBuySell and the site receives more than 910,000 monthly visits. BizBuySell also has one of the largest databases of recently sold businesses and a leading franchise directory.