Article Side

What It Needs to Optimize a Mini Site by Sam Johnson

Article published on March 5th 2012 | Ebooks

A mini site â€“ often referred to as microsite â€“ is created to enhance the product promotion and push the sales margin. Its unique URL is a witness to its distinct identity from the main business website. Generally, minisites are one page websites to promote a single product or service. However these may include different pages depending on the business needs. The multi-paged minisites are considered search engine friendly.

Mini site & SEO:

The importance of website design can not be denied. However, so much stress on the design aspect often leaves the business owners with very little time to think about the sitesâ€™ search engine friendliness. What is the use of having a site if it remains out of the sight of maximum viewers? It has been seen that customers generally do not go beyond the first 2-3 pages of the search engine results. Some even restrict their focus to only the top ten of the first page. If your mini site does not get more traffic, it is sort of being kicked out of the online business. Therefore, it is must for your site to come into the focus of the search engines to ensure better and quick business promotion.

To create a â€˜pushâ€™ factor for the traffic flow enhancement, SEO or Search Engine Optimization is a logic-guided and strategic technique. For a mini site, aggressive SEO strategy is rarely done. However, more traffic can be encouraged to visit your site through article marketing, social medial optimization and pay per click which are an integral element of a complete SEO package. For an effective SEO campaign, it is important for the site to contain more than one page. A little addition of pages and content contributes to siteâ€™s optimization. As a result, the site makes it to the Google Local Listing, motivates the visitors, increase CTR and confirms more online interaction. While optimizing a mini site, make it sure to create the following additional pages.

Home Page:

It is most important for the minisites. The links to other sites are found at this page. The mini site must contain the to-the-point information about your product. The keywords must be incorporated into the home-page content, title, subheading and anchor text. It is better if you place an opt-in box on the home page. This feature will help the visitors who will not make a purchase to leave their email address on request.

Sales Page:

This page is all about your deliberate move to compel the visitors to make a positive purchase decision. Remember there are many sites on the web map offering the same range of products. But there must be a few features unique to what you offer. Highlight these points throughout the mini site pages so that the visitors can easily identify your distinct identity. Do you offer product guarantee? Are your staffs always at beck and call of the customers? Do you offer round-the-clock service? An affirmative answer to all these questions will impress the prospective buyers.

Sitemap:

A sitemap contains page information of a website or minisite. As mini site page information is not voluminous, so check repeatedly if the pages include the relevant and consistent keywords. It is a primary condition of site optimization.

Article Source:
http://www.articleside.com/ebooks-articles/what-it-needs-to-optimize-a-mini-site.htm - Article Side

Sam Johnson - About Author:
Sam Johnson is the online marketing consultant to Design4banners.com a reliable banner ad maker. He has a vast creative knowledge on a minisite template and a mini site graphics. To get a clear overview of his work, visit http://ecoverexpert.com/

Article Keywords:
Mini Site, Minisite Template, Mini Site Graphics, Quality Minisite Designs

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!