

Keywords in URLs – Information Architecture

SearchForecast suggest that clients consider including the high audience and pay per click keywords into the naming convention (referred to as the nomenclature) within their website. SearchForecast has used various techniques to dramatically improve the visibility of websites to search engines.

Search engines like Google and Yahoo directly match keywords typed in by users and return relevant URLs in the search engine results. URLs which have keywords which match those typed into the search engine typically are returned in priority.

The Keyword Information Architecture approach has been implemented by SearchForecast in various forms and has proven to increase search engine indexation for an entire website.

Methodology

SearchForecast suggests clients add keywords to the URLs throughout their website according to keywords that are either:

1. High Price and Converting Keywords purchased on search engines such as Google.com
2. Keywords which refer users to the client website that lead to high time spent viewing
3. Keywords competitors are optimizing on
4. Keywords that result in qualified leads and closed orders from lead sources such as Salesforce.com

Implementation

The rationale for having keywords twice in the URL is to ensure search engines recognize this URL is more heavily weighted to these keywords and ensure higher search engine rankings.

Here is an example of how SearchForecast implemented keywords in TuVox Inc website. The following list of keyword phrases are sourced from Google.com.

Keywords	Estimated Avg. CPC
hosted IVR	\$15.01
IVR	\$12.43
VoiceXML	\$7.82
speech recognition software	\$5.40
Speech recognition	\$5.38
VXML	\$3.75

Source: Google.com

These keywords are then threaded into the URLs as below:

Products

On Demand Speech Apps

Former URL: http://www.tuvox.com/prod_ondemand.html

New URL: http://www.tuvox.com/ivr_solutions/ivr_speech_recognition/VoiceXML_VXML.html

Call Routing

Former URL: http://www.tuvox.com/prod_apps_routing.html

New URL:

http://www.tuvox.com/ivr_solutions/ivr_speech_recognition/voice_self_service/call_routing.html

NOTE: Clients should see case study at http://www.searchforecast.com/case_study_tuvox.php

For further information, contact:

Marc Phillips

Email: marc.phillips@searchforecast.com

Richard Andrus

Email: richard.andrus@searchforecast.com

Telephone: 925.465.1221

Cell: 925.858.5663

Disclaimer

This report is provided for your general assistance and information only. SearchForecast does not make any representations or warranties (express or implied) as to the accuracy or currency of the information contained in the materials nor does it accept liability whatsoever for any reliance placed on this material, including any liability in negligence for reliance on any information in these materials or any products, services or information which may be provided by the companies and organizations referred to.