



How Good Web Design That Includes High Quality Information Pulls Huge Traffic to Your Company's Website

The three basic criteria for good information on any website.

One of the the main reasons why consumers (or *anyone* for that matter) visit websites is to **consume information**. If a consumer is in the market for a car, a house, a washing machine, or a blue widget he or she performs website searches over 80% of the time before making an actual purchase. A college student or business manager may visit websites to conduct important research on a particular topic for academic or commercial reasons. In all those cases the primary goal is to find information that is

1. **Relevant** to the topic of interest.;
2. **Valuable** to the user searching for the information;
3. **Original** to the degree that the information cannot likely be found in exactly the same form anywhere else. That is, the information is not merely a copy of that which can easily be found elsewhere online.

If information on a website meets the three basic criteria of **relevancy**, **value**, and **originality** then **the website will likely attract many times more visitors** than a site that meets none or even just one or two of those criteria. Every time a user visits a website he or she essentially casts a *vote* on how well (or how poorly) the site has delivered relevant, valuable, and original information to them. But there is another, more critical decision-maker involved in determining the quality of the information on a website and whether users will be able to easily find the site when performing an online search.

Search Engines Determine the Ultimate Success of a Website

Search engines such as Google and Yahoo! send out “bots”, or software “agents”, to constantly visit millions of websites that are published on the Internet. The mission of these software bots is to determine the quality of the information on each of those sites. **Websites containing very poor quality information generally receive low search engine rankings** – which translates into low website traffic. Conversely, web designs that deliver very high quality information (based on the three criteria previously mentioned) receive much higher search engine rankings. **High search rankings generally result in higher website traffic.**

How these search engine bots perform the task of ranking websites involves extremely complex mathematical *algorithms*, or rules, with the sole objective being to deliver the most relevant, valuable, and original search results whenever a user performs an online search.

Here's an example of how and why search engines from Google or Yahoo! rank websites. Suppose you're using Google to search for information about the latest advances in *stem cell research*. You might use the keywords "latest stem cell research" as part of your keyword search. You would then expect Google to deliver the most **relevant**, **valuable**, and **original** information about subject of stem cell research **on the first page of the search results**.

In our example, if Google fails to deliver the highest quality information on the subject of "stem cell research" on the first page you might be disappointed because you would then have to work harder to find better quality information. If this became a pattern with future searches you might eventually stop using Google and start using another search engine. Google's reputation would be damaged and it would soon no longer be able to sell online advertising to it's customers who depend on Google's ability to deliver highly relevant search results.

Delivering high quality search results is why search engines like Google constantly "crawl" and index websites. These search engines are constantly searching for the most relevant, valuable, and original information on any given topic. Websites with the highest quality information are rewarded with high search page rankings while sites with poor quality information become virtually "invisible" to users of search engines.

Conclusion

A business that treats its website like a *Yellow Page* advertisement and makes no investment in delivering high quality information on the site should not expect to compete well in search engine rankings. At best, such a business would have to pay premium prices for paid online advertising since their site would never likely achieve a high ranking naturally without paying for rank. On the other hand, good web design including high quality information that meets the three essential criteria of relevancy, value, and originality stands a much better chance of achieving naturally high search rankings. High rankings, in turn, lead to **much higher website traffic** compared to sites containing low quality information.



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