

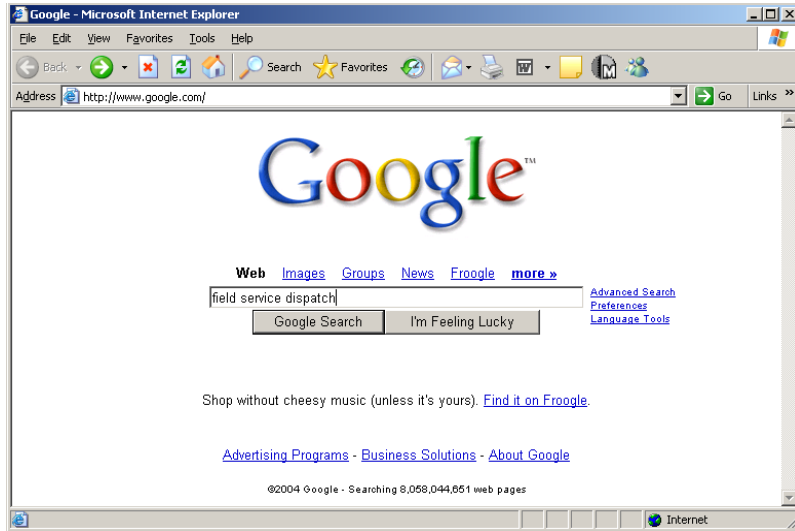
Search Engine Optimization

— How search engines work

1. Enter Keyword:
The first step in using a search engine is to type in “keywords” that describe what you’re searching for on the World Wide Web. A search on a single general keyword, like **software**, might yield thousands of results, or “hits,” so searchers often enter two or more keywords to narrow down the search and make it more productive.

2. View Results:
After you’ve entered your keywords and launched your search, the results are listed on the page. The Web sites deemed most relevant by each search engine are shown first. Different search engines use different sophisticated methods to determine relevance. The results are usually displayed 10 to a page. People using search engines naturally are most interested in those sites that show up highest on the list—the first three pages are the most important. Paid ads (“sponsored links”) are on the right column of the page and have less credibility with viewers.

1. “I want to find a *field service dispatch* system for my company. I’ll type the term into a search engine.”



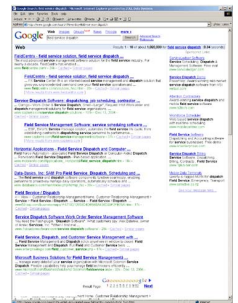
2. “Here are the top Web sites for my search, according to Google. They must be pretty good to be ranked so high.”

Page 1
Rank 1 - 10

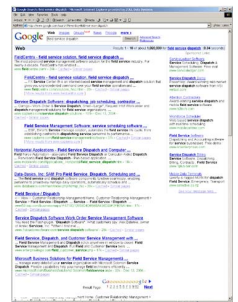
- 1
- 2
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Page 2
Rank 11 - 20



Page 3
Rank 21 - 30



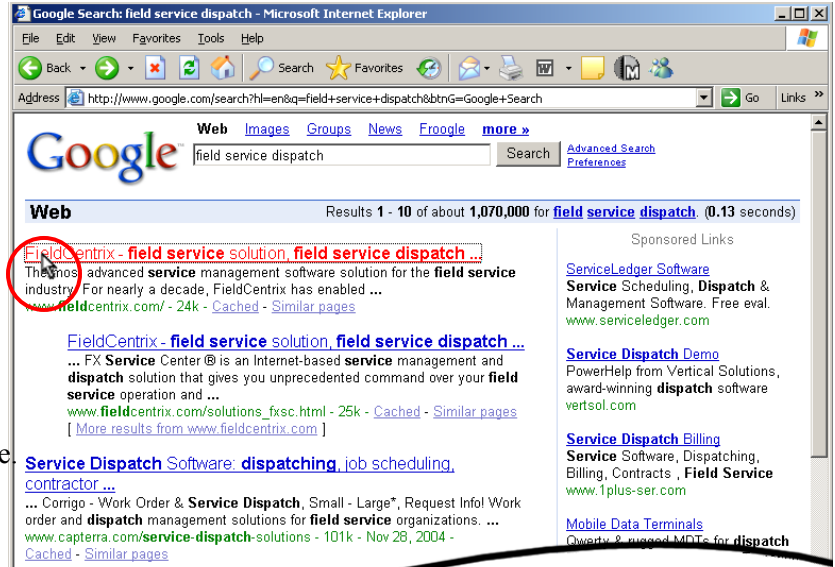
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3. Pick Listing:

The title of each listing is a “hyperlink,” meaning you can click on it and your browser will immediately take you to the listed Web page. The brief description below each title will give you a rough idea whether the site meets your needs.

3. “It’s really fast to look at lots of companies. I just click on each link and go to their Web site.”

One click will link to www.FieldCentrix.com, which ranks #1 for the phrase “field service dispatch” in Google.



4. Visit page:

It’s easy for a viewer to quickly look at multiple Web sites, so it’s important that your company’s Web site will grab and hold the fast-moving viewer.

Studies show very few buyers search past the first three pages of a search engine listing, so search engine optimization is critical to getting your Web site ranked in the first three pages.

4. “This company is ranked well, and I like their Web site; I want to learn more about their products... I’ll click on Contact Us.”

