How to improve your ranking in ribaproductselector.com and Google search results

Search engines reward relevance and favour information that is regularly and well maintained. Your 'My Account' dashboard should be seen as a means of helping you to drive the right kind of traffic towards your online product information. Because you know your business better than anyone else, you're best placed to know the keywords and phrases that are most relevant to your products. This article provides some guidelines on how to incorporate them into your directory listing.

Identify the most suitable keywords

Your company description within your 'Company Profile' should include all your brand names and at least some of your major products by name. Any areas of specialist expertise might also be useful, particularly if they include a generic description of your product or services. Collectively, these are described as 'keywords' or 'search terms'. They are the words that prospects are most likely to use when searching for your products. Their importance is best demonstrated by the example of a specifier who doesn't know, or realise, that it's your product or service that best matches their needs. What words or phrases might they use to find you? Make sure that in addition to being concise and relevant, your description also reads well. This text will be used throughout the site to describe your content.

Choose file names carefully

When uploading documents pay careful consideration to the title you give each one, and how that may affect its performance in search results. A good example is 'product brochure', which tells the search engine (and visitor) nothing about its contents. A more specific title like 'Guide to handrails and balustrades 2011', on the other hand, clearly identifies your document as being up-to-date and relevant to all searches for 'handrails' and 'balustrades'.

Be specific

Are your catalogues specific to one topic or product, or more of a general overview? The latter may not be relevant to any one keyword, and may therefore never rank highly in user searches. The same logic applies to images. Choose images that focus specifically on one product or feature, and label each image accordingly. This also helps your images to show up in search engines under image search. Remember that many people use Google's image search tab as a short cut to specialist information. ribaproductselector.com entries often rank highly in mainstream search engine results

Stay up-to-date

Areas of your listing that will benefit hugely from being kept up-to-date include: Abstracts (narrative descriptions) for all catalogues, CAD documents; installation and maintenance guides; product imagery (particularly packshots); and case studies. Quite apart from being rewarded by all search engines, it's also simple common sense to ensure that prospects can easily locate your most up-to-date information so that they can make informed decisions about your products.

Avoid spamming

Search engines reward relevance but they punish keyword 'spamming', that is to say, the deliberate overuse of particular words or phrases in order to gain page rank. Use keywords and phrases carefully and only in their proper context.

Time spent drafting and checking text carefully will always pay off. Specifiers come to ribaproductselector.com looking for answers. By optimising your copy, images and downloadable files you are simply helping them to find the right ones.

Last updated November 2011