



Learn how Gold Star Chili spiced up Web rankings, search hits

By Steve Phillips, Purple Trout, and Jeff Drum, Justice & Young

The “basics” of search engine optimization – and doing them correctly – is what put Gold Star Chili on the fast track with high rankings in Google, MSN & Yahoo.

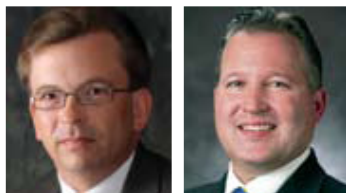
Since 90 percent of all search engine users never look past the third page of results – 30 results – it is important for businesses to be at the top of search engine results.

Gold Star Chili wanted to focus on 12 primary keywords: everything from “Cincinnati chili” to “cheese coney” to “best of Cincinnati.”

The results as of January:

- Ten keywords in the Top 30 in Yahoo, including four keywords at No.1
- Six keywords in the Top 30 in MSN
- Five keywords in the Top 30 in Google, including “best Cincinnati chili” at No. 4 and “Cincinnati chili” at No. 10

No tricks, secrets or hidden techniques were used in the optimization project with Gold Star Chili. In fact, most search engines will ban your Web site if you utilize any “black hat” efforts which try to fool search engines into ranking your site higher.



Steve Phillips

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The path to honest and ethical search engine optimization – and utilizing all SEO tools available – can better one’s chances of getting higher rankings in search engines.

Gold Star Chili utilized the basics of search engine optimization, including:

- **Extensive keyword research:** By finding out what current Internet users are searching for in the major search engines, Gold Star Chili was able to focus on specific keywords to gain a better share of the search audience. Not only can keyword research confirm keywords your business wants to focus on, but you may also find other keyword possibilities.
- **Competition research:** Also conducted during the keyword research phase, you can study the top sites in the major search engines by searching on the keywords you are considering.
- **Writing new code:** Page titles, page descriptions, meta tag keywords and

alt tags were also re-written and utilized in Gold Star Chili’s new Web site. Keywords are strategically implemented within the newly written code to emphasize the Web site’s content and keyword focus.

- **Search Engine Submission:** The new Web site and keywords were submitted to 55 search engines, including Google, MSN & Yahoo. While this does not guarantee inclusion, it does notify the search engine spider of your Web site’s presence.
- **Creation of Google and Yahoo sitemaps:** While a Web site does not get “bonus” points for creating sitemaps, they do ensure all of your Web site’s pages are crawled by the search engine spider.
- **Developing a Link Building program:** Link building is the process of getting other Web sites to publish a link on their Web site pointing to your Web site. This process is also referred to as “back links.” The focus is on one-way links, rather than reciprocal or paid links. Link farms (Web sites containing pages of links) were also avoided, as these sites are frowned upon by Google.

■ **Ongoing Process:** True and successful search engine optimization is not a “one-and-done” process. Keywords for Gold Star Chili are researched and re-checked and rankings are conducted and examined weekly. The Web site is re-submitted to search engines and directories in a timely manner and link building never ends.

■ **Fresh content:** Not only did Gold Star Chili opt for new keywords, but they also gave search engines what they love the most: fresh content. New keywords were easily worked in and utilized.

A proactive public relations campaign is an ideal strategy for generating fresh content for Web sites. Gold Star Chili recently partnered with Cincinnati music legend Bootsy Collins for the release of “Who Dey Invasion.” By posting Collins’ appearance schedule on the company Web site along with the combined 24 media stories, fans flocked to his appearances in droves.

To receive a complimentary Search Engine Optimization Report, contact David Owens of Justice and Young Advertising and Public Relations at 513.388.4700, ext. 3019, or dowens@jyadvertising.com.