



Microsites

Generate Leads Online with Microsites

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What is a microsite?

A microsite is either a single landing page, or small group of webpages (1 to 7 pages) that function within an existing website, or as a separate website with its own domain name or sub-domain name.

Microsites are sometimes used by large organizations with lots of salespersons and / or locations such as real estate firms, insurance companies, law firms, franchises, etc. Many large corporations with numerous sales offices also use microsites.

Why should you use microsites?

Most organizations have one website for their business. This makes sense from a marketing and communications perspective, but is not very effective for search engine optimization (SEO). An individual website can only be effectively optimized for a limited amount of terms. The larger the website, the more this becomes a problem.

Search engine algorithms used by Google, Yahoo, Bing and others are very complicated and have hundreds of variables. These algorithms are very good at figuring out what a website is about, and what individual webpages are about. In general, the more targeted the content and code on a website, the better it will rank. Websites with broad content routinely perform poorly for targeted searches. Our firm has analyzed hundreds of websites for SEO performance. We frequently see underperforming websites for this very reason.

By using microsites you can be much more targeted for topics, services, names, and geographies in the website code and content. This approach can make a significant difference in online lead generation.

Why don't most microsites generate leads?

To generate leads a microsite must get found by search engines just like any other website. There are literally hundreds of factors that affect how a website ranks in search results. Many of these factors are related to these 3 topics:

1. **Content** – having enough high quality content with proper key word density, key word location, etc.
2. **Code** – properly setup title tag, meta tags, image tags, and many other optimization items in the code.
3. **Incoming Links** – this relates to other websites with a link on their site pointing back to your site. Incoming links to a website help tell search engines how popular and important your website is which in turn affects

how high it ranks in the results. The more incoming links to your website(s) the better. The more relevant and powerful they are the better.

So why don't most microsites generate leads? Well, there are several typical reasons for this. Most of the time microsites are simply sub-pages within the parent website. Or they are all grouped together in a separate website. This approach is often done for convenience of the webmaster to make it easier to manage all the sites, but it is a lousy approach for SEO.

Microsites that are contained within a parent website, or in part of a larger website are simply part of the overall site, and do not have the benefit of being a targeted, optimized, stand-alone site for SEO purposes. We have analyzed websites of many firms and nearly all of them make these same SEO mistakes.

The fishing analogy

Think of your business like a boat in the ocean. Your website is like a fishing line. If your website is properly optimized, it may rank well for half a dozen terms or more. So your boat has a few lines in the water. Now consider the effect of microsites. Having dozens or even hundreds of microsites is like fishing with a large cargo net instead of a few lines in the water. Big difference!



VS.



Why our microsites get results!

Our microsites get results because we focus on SEO performance for our clients, not on how to most easily manage their sites.

We create independent microsites with custom domain names for each site. We implement tons of code optimization for each site. We optimize the content and keywords for each site. We build incoming links for each site. In general, we treat each site like a normal website for SEO purposes. This is difficult to do and still price it affordably which is why most companies don't operate microsites like we do. However, our custom software platform allows us to do exactly that...produce low cost, very effective microsites for our clients.

Case Studies

Company A – Commercial Sales Broker

The Situation: This Company had limited resources compared to their larger national competitors. The strategy we recommended was to compete based on localized SEO, and not on national search terms as many of their competitors were optimizing for.

The Results: 5 microsites were launched to cover specific sales related search terms and regional geographies. After only 2 months 96% of the targeted search terms were ranking on Page 1 of Google. The client was so excited they called to say they had gotten more leads in the last 2 months than in the previous 8 months combined – all due to the microsites. **Result = Positive ROI**

Company B – Regional Manufacturer

The Situation: This Company has regional offices along the west coast. Their main website performs well for areas they have a physical office location, but not well for areas surrounding those locations.

The Results: 10 microsites were launched to cover the surrounding areas. After only 2 months 90% of the targeted search terms were ranking on Page 1 of Google. The traffic from the microsites led to more phone calls, more leads, and more sales. **Result = Positive ROI**

Company C – Real Estate Agency

The Situation: Like most real estate agencies, competition is fierce for getting buyers and sellers. To gain an edge they wanted to target certain search terms, and specific geographic areas for buying and selling homes.

The Results: 20 microsites were launched to cover specific sales terms and geographies. After 1 month the sites were ranking well, and after 5 months they could attribute actual home sales to the leads generated from the microsites. At that time 78% of the targeted search terms were ranking on Page 1 of Google. **Result = Positive ROI**

Contact Us Today to Learn How We Can Help

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