

## How eNewsletters Improve Search Engine Ranking

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# Enewsletter Marketing Insights

A monthly guide to using eNewsletters to find, keep and build better relationships with clients for life.

**Summary:** Learn how to use eNewsletters to gain top search engine ranking results. Read below...

## How To Use eNewsletter For Search Ranking

Over the past few months I've noticed a change in the way search engines are displaying our clients' search results, particularly and specially Google, since Google accounts for about 46% of all searches online (Nielsen/NetRatings).

I would type in our clients' name in the Google search box and the first page would display the client's website URL, as expected, but that's not the most interesting part. The thing that caught my attention was that the additional results were links to our clients' eNewsletters.

The second, third, and sometimes fourth results were not the clients' other website pages, but past issues of their eNewsletters. I've always known that eNewsletters help with search ranking, but now I'm seeing this type of search outcome more than ever.



Search engine developers are smart people; they design their [page crawlers](#) or [spiders](#) (the software used to index new pages) to search not only for keywords, but also for how the keywords are represented within the content.

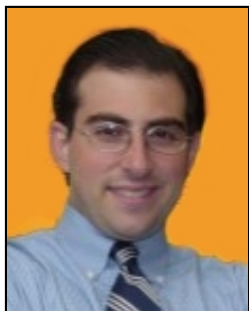
What does this mean? That the nature of the content of your eNewsletter, its value, and the right keywords are high priority elements to help your business get a top position on search results through your eNewsletter.

Don't take my word for it, try it... type in Google [Universe of Miami Hurricanes Club](#) and sure enough, their eNewsletter [Inside the U](#) pops right up in the first page results. Of all the pages the University of Miami Hurricane Club has, their eNewsletter issues make it to the top of the results. These are first page results of over 1.3 million results, according to Google.

## 3 Key Elements Your eNewsletter Program Should Have to Help Your Business Search Ranking

- **Key Words:** Since most search engines index your pages based on your keywords, make sure that all your eNewsletters include keywords about your business. For example, this eNewsletter at the bottom of the issue includes keywords like "eNewsletter" "Marketing" and "Miami".
- **Search Friendly Design:** [Search engine crawlers](#) are only able to read text and links found within simple HTML design. This means that if your content is part of an image and/or your eNewsletter is mostly images, you are not giving the search engine much content to work with and index.
- **Publish Frequently:** Search engines are relentlessly looking for new content and indexing new content first. Every eNewsletter issue that you publish gives you another chance at producing better search results.

eNewsletters are a great tool for building and maintaining relationships with customers, but they also should be part of a well-executed search engine optimization strategy.



As always, we are here to help. If you are interested in enhancing your search engine marketing efforts, [contact us](#).

**Marcos J. Menendez**  
**President**  
**Loop Consulting Group, LLC**  
**[mmenendez@loopconsulting.com](mailto:mmenendez@loopconsulting.com)**

#### How helpful was this article?

- Very Helpful
- Somewhat Helpful
- Somewhat Unhelpful
- Very Unhelpful

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### Drive-Thru: Online Marketing Essentials

A breakfast meeting, designed as a "get in, get out" mini-seminar on what every online marketing and communications manager should know. We will talk about the tools and tactics currently in use, and their performance for online marketing and communications.

#### We will talk about:

- Online video: Is it worth the time and investment? How to best use video?
- Blogs, what's the bid deal? How do they work and how can they work for you?
- Podcatsing: How can you use it?
- Search engine marketing demystified, simplified, and how to know if your web designer is BS'ing you about it.
- How tools like digg, del.icio.us, and reddit help you get your message to your audience.
- Word-of-Mouth: The essential steps that make it work in a digital channel.



**Drive-Thru: Online Marketing Essentials  
Breakfast Invitation**

**The promise:** In a little over an hour, you will get an overall understating of which online marketing tools are delivering goods results. It will be quick, fun, and informative, and will provide you with actionable ideas you can implement yourself.

**Date:** September 13, 2007

**Where:** Amadeus Salon, Ritz Carlton Hotel- Coconut Grove- [Map](#)

**Time:** 8:30 am Breakfast; 9:00am to 11:00am

**Cost:** Complementary-yes, we are good like that!

**RSVP A Must:** Cinthya M. Longarte, [clongarte@loopconsulting.com](mailto:clongarte@loopconsulting.com)



**Loop Consulting Group, LLC** helps businesses use eNewsletters, Blogs and Websites to achieve their marketing, sales, and communications goals successfully.

**Loop Consulting Group, LLC.**

9485 S.W. 72nd St.

Suite A-204

Miami FL. 33173

P. 305.271.9915

F. 514.510.7384

Blog: <http://www.loopconsulting.com/blog/>

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