VENMAR AVS

# UNDERSTANDING THE WEB BETTER TO DRIVE PERFORMANCE

WHAT IS WEBSITE REFERENCING?

This term refers to a set of techniques used to improve the rank and visibility of your website among the results displayed by online search engines (such as Google or Bing).

Website referencing employs two strategies: natural or organic referencing (**SEO** – Search Engine Optimization) and marketing on search engines (**SEM** – Search Engine Marketing).

Examples of SEO and SEM links for search terms evo5-700 in Google
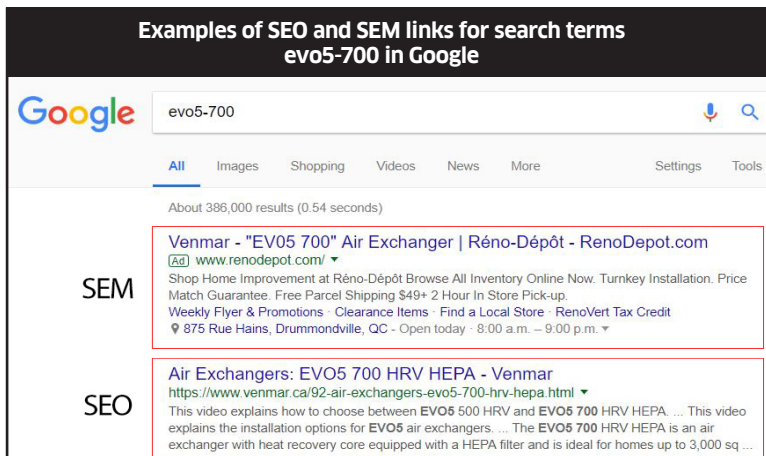
The difference between search engine optimization (SEO) and search engine marketing (SEM)

Search Engine Optimization (SEO)

Search engines regularly index websites and their online content. Using predetermined criteria and terms (keywords) searched by users, each page of a website is classified in terms of its relevance. This process is free of charge.

SEO involves editing website content to include selected search terms in order to improve the ranking of each page. Websites with the most relevant content are displayed first in search results.

Search Engine Marketing (SEM)

Search engines also offer businesses the possibility of paying to have their web link displayed in search results, in accordance with a predetermined selection of keywords.

While such links look very much like organic results, they are usually displayed at the top or bottom of the results page and labelled "Ad."

Since **SEM** is a paid service, every time a user clicks on the link, the advertiser must pay a fixed amount (calculated using several parameters). Businesses determine a budget and cost per click with their web agency.

CHOOSING KEYWORDS

The following list of keywords is based on Google search results in Canada for the Venmar.ca website over the last 16 months.

These search terms use Venmar.ca website data to inform strategizing. They are ranked according to the number of user searches.

In order to optimize the content on your website, it is important to adapt the keywords to your business. You are encouraged to share this list of keywords with your web agency or the person responsible for your website. You can also evaluate your current content strategy using the ideas mentioned above and then make any necessary improvements.

1. hrv
2. hrv system
3. air exchanger
4. heat recovery ventilator
5. erv
6. venmar air exchanger
7. venmar hrv
8. venmar constructo
9. hrv ventilation
10. hrv unit
11. erv vs hrv
12. erv system
13. air to air heat exchanger
14. what is hrv system
15. energy recovery ventilator
16. air exchange system
17. air exchanger installation
18. hrv air exchanger
19. venmar air exchanger how to use
20. hrv installation

Two search terms prevail: HRV and air exchanger. Only one product series reaches the top 20: Venmar Constructo.

Optimization for generic terms is recommended in order to reach more search requests than using specific product names only. Both abbreviations (HRV) and complete forms (Heat recovery ventilator) of terms should be mixed within the site to cover different search requests.

KEYWORDS

BEST PRACTICES FOR MANAGING DUPLICATE CONTENT

When adding content to their website, many retailers just complete their own pages with information copied directly from the manufacturer's website. You should be aware that this approach has certain drawbacks, since the presence of two web pages with very similar content can negatively affect search engine referencing for both pages.

Naturally, the duplication of content is sometimes unavoidable. In such a case, be sure to add original content so that search engines are able to differentiate the two web pages and reference each one appropriately.

Original content can take several forms:

- **Your own images and product descriptions**
- **Comments from your clients**
- **A Frequently Asked Questions section**

Note: Original content must **serve the client** as well as **provide information that is complementary and relevant**. Adding irrelevant text, or simply adding keywords, can also undermine page referencing.

EXAMPLES OF TOOLS TO IMPROVE YOUR ONLINE PRESENCE

Once your content has been optimized, several online tools are available to help you measure and improve your presence. Click on the hypertext links below to visit the website of each tool listed.

FREE TOOLS:

Google My Business / Bing Places for Business

You can create a company profile in search results by using tools such as **Google My Business** to manage the information displayed.

Google Search Console / Bing Webmaster Tools

You can obtain information about your referencing by connecting to a tool such as **Google Search Console**. See how many clicks are generated for a given keyword, for instance, and receive other relevant advice.

Company directories (e.g., YellowPages)

You can list your company in various online directories (often for free). All you have to do is make sure you keep the information up to date. Any inconsistencies between the directory site and your own site can reduce your online presence.

Google Pagespeed Insight

Website speed has a significant impact on referencing. Speed can be measured using **Google Pagespeed Insight**, which also suggests possible avenues for improvement.

FREE OR PAID TOOLS:

Secure the site (HTTPS)

One of the ranking criteria used by search engines is the presence of an SSL certificate, which serves to secure communication between the website and the user's computer. Unsecured sites are ranked lower than secure sites.

SEO analysis tools (e.g., Screaming Frog SEO spider tool)

To learn which aspects of your content need to be improved, a website data-mining tool ("Crawler") is very useful. This tool will indicate whether your pages contain errors that are hurting your SEO. Once the analysis has been completed, you will need to fix your website accordingly.

SEO management site extensions (e.g., Yoast SEO for Wordpress)

Some content management systems (CMS) offer extensions that simplify the application of SEO best practices. These tools provide additional indications about steps to be taken to improve your content.

Google Adwords

Search engines offer online platforms for you to create your own advertising. Complementary tools can also help you to improve the performance of your campaigns. Advertising delivery is a paid service. If this strategy interests you, we strongly suggest that you discuss it with your web agency.