

Nottingham (UK) 8 May 2006 –

### **Small Businesses Invisible to the Search Engines**

*A research report released today by Hallam Communications reveals 78% of small businesses in Greater Nottingham cannot be found easily in the search engines.*

This research project was conducted by Susan Hallam of Hallam Communications (<http://www.shcl.co.uk>) an Internet marketing consultancy based in Nottingham, UK.

The project measures the Internet findability for search engines of 100 small and medium sized businesses in Greater Nottingham. The report spelled bad news small businesses in Nottingham: 79% of the businesses sampled cannot be found easily by the search engines.

Only 22 of the 100 businesses surveyed achieved a findability score of more than 50%. This means that the vast majority of businesses do not have websites that are designed (or "optimised") for search engines.

With 98% of Britain's 24 million active web users searching the Internet on a regular basis, getting found by the search engines is crucial to the success of small businesses.

Susan Hallam, lead consultant on the project comments "There's a lot of work to be done for most of these businesses. If a company is not found in the search engine results, then that company just doesn't exist for that potential client.

"Developing an effective search engine marketing strategy doesn't have to be expensive; there are simple actions a business can take which can deliver a significant improvement in their findability and improve their rankings in the search engines."

## Summary Findings of the Greater Nottingham Small Business Findability Index

1. 79% of the businesses surveyed attained a Findability Score of 50% or less. This means these company websites are unlikely to rank well in the search engine results, and it will be very difficult for any potential client to find the business by searching the Internet.
2. The top ten scoring sites in the Findability Index, achieving a Findability Index score of 70% or higher were:
  - Simon Dryers
  - Gauntleys of Nottingham Ltd
  - Agathos Systems Ltd
  - Questmark Ltd
  - Esprit Automation Ltd
  - Newson Gale Ltd
  - Andersons Solicitors
  - The Albert Hall (Nottingham) Ltd
  - Nottingham Ice Centre Ltd
  - Cadcam Technology Ltd
3. 55% of the businesses had a Google Page Rank of 2 or below. Page Rank is Google's measure to express the popularity of a website in terms of the number of relevant websites which *link to your website*. Page Rank is expressed as a score of 1 to 10, with well optimised business websites typically achieving a rank of 3, 4 or 5.

The Greater Nottingham businesses scored poorly in this area:

- 29 businesses had a Page Rank (PR) of zero (0) meaning the site virtually no chance of ranking well in the search engine results.
  - 19 of the businesses achieved a respectable PR score of 4 or 5
4. The Findability Score does not appear to be a function of the amount of money spent on the design of the site. A number of the glossy, beautifully designed sites score poorly in the Findability Index, whereas some of the highest scoring sites appear to be quite simple but effective "home made" sites.
  5. The majority of sites were not using the most basic building block of a webpage: a specific Title for each page on the site. 78% of websites did not take advantage of a simple and highly effective way of improving their search engine rankings.

6. The survey of the sites also revealed some interesting anecdotal evidence of small business web activity:
- One website is listed in a directory of "Websites that Suck" with negative comments and links to the site.
  - Some websites are attempting to use negative spamming techniques in an attempt to artificially boost its Page Rank by buying numerous links from other unrelated sites.
  - One website had a directory containing pornography in addition to its legitimate company marketing materials. This site was removed from the sample.
  - 14 of the original companies selected for the research have an email address, but do not have a website published on the Internet. These companies were removed from the sample.

## Findability Methodology

Seven factors were assessed to determine each company's position in the Internet Findability Index. These factors were selected from more than 100 variables that influence search engines like Google and MSN.

The companies selected for the Internet Marketing Index were Greater Nottingham businesses employing fewer than 250 staff. They were randomly selected from eligible businesses having an email address listed in Dun & Bradstreet's *Marketplace of UK Businesses*.

7 factors were assessed for each website. For every business the research examined at least 4 pages of the website (where possible) and scored on effectiveness criteria. The factors were then weighted, resulting in the Findability Score.

The initial 100 companies sampled included 14 companies that used email, but did not have a website. These companies were removed from the sample, and substituted with the next companies on the random list.

The Findability index assessed each website on the following 7 factors:

1. The website **Page Rank**, which is Google's measure of the popularity of a site expressed on a scale of 1 to 10. The Page Rank is a function of the number of relevant and high quality sites which have placed links to your site. A Page Rank of 0, 1, or 2 is an indicator a poorly performing website.
2. Correct use of **Title Tags**, allocating a unique title to each page with keyphrases describing the page contents.

3. **Relevant Content** on every page, typically with 150 or more words per page.
4. Correct use of **Meta tags** providing a description of the site and indexing the content for the search engines.
5. Use of a **Site Map** to assist the search engines in indexing every page on the website.
6. The **number of pages** from the business' website that Google has in it's index, also known a saturation
7. The website **link popularity** based on the number of other quality sites willing to place a link to your site on their site.

## About Hallam Communications

Susan Hallam is an independent search engine marketing trainer and consultant, specialising in working with SME (small and medium enterprise) businesses. She has been working in the UK information industry for more than 25 years, and was amongst the first to deliver commercial Internet workshops back in 1993.

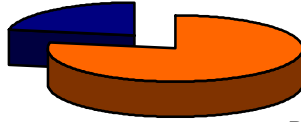
She is a highly respected writer and speaker, and is a regular speaker at international conferences including *Internet World* and *Search Engine Strategies*.

Her current Internet marketing training projects include eBusinessClub.biz and the Online Marketing Web Academy.

Prior to setting up Hallam Communications, Susan held senior Internet marketing roles at BT and Capital One. Susan's initial interest in the Internet arose from her teaching and research role as Senior Lecturer in Information Technology at The Nottingham Trent University, where she continues to guest lecture. More information about Hallam Communications and Susan Hallam is available at <http://www.shcl.co.uk>

### Greater Nottingham Small Business Search Engine Findability Index

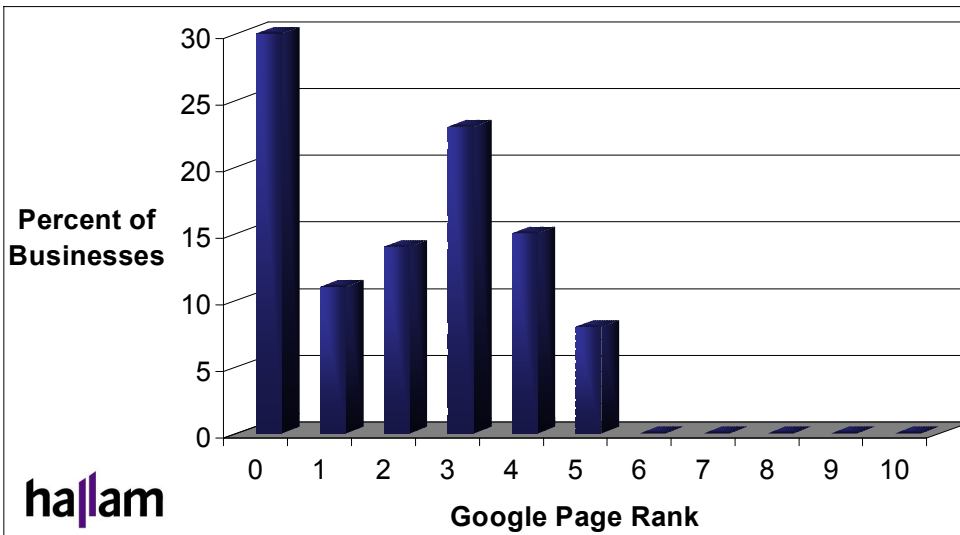
Businesses which can be found the the Search Engines  
**22%**



Businesses invisible to the Search Engines  
**78%**



### Greater Nottingham's Small and Medium Businesses: Google Page Rank



## Greater Nottingham Small Business Findability Index: Detailed Results

Company	Web Address	Findability Score
Arthur Johnson & Sons Ltd.	<a href="http://www.arthurjohnson.co.uk">www.arthurjohnson.co.uk</a>	0
Bodill & Sons Ltd.	<a href="http://www.bodill.co.uk">www.bodill.co.uk</a>	0
D H Fathers Ltd.	<a href="http://www.dhfathers.co.uk">www.dhfathers.co.uk</a>	0
Eden Public Relations Ltd.	<a href="http://www.edenpr.co.uk">www.edenpr.co.uk</a>	0
Florentine Textiles	<a href="http://www.florentinetextiles.co.uk/">http://www.florentinetextiles.co.uk/</a>	0
Goodman Metalworks Ltd.	<a href="http://www.goodmanmetalworks.co.uk">www.goodmanmetalworks.co.uk</a>	0
Harold Wilson (Insurances) Ltd.	<a href="http://www.wilorg.co.uk">www.wilorg.co.uk</a>	0
J S Burnett Ltd.	<a href="http://www.jsburnett.co.uk">www.jsburnett.co.uk</a>	0
Pms Electrical Services Ltd.	<a href="http://www.pmselectrical.co.uk">www.pmselectrical.co.uk</a>	0
Simplex Knitting Co. Ltd.	<a href="http://www.simplexknitting.co.uk">www.simplexknitting.co.uk</a>	0
Workshop Design Group	<a href="http://www.workshopdesign.co.uk">www.workshopdesign.co.uk</a>	0
Clarke Dove Insurance Brokers Ltd	<a href="http://www.clarkedove.co.uk">www.clarkedove.co.uk</a>	5
D W Frost (Wholesale Nurseries) Ltd.	<a href="http://www.dwfrost.com">www.dwfrost.com</a>	5
Focuszenith Ltd.	<a href="http://www.focuszenith.com">www.focuszenith.com</a>	5
Gangotra Enterprises Ltd.	<a href="http://www.gangotra.com">www.gangotra.com</a>	5
J S M Engineering Ltd.	<a href="http://www.jsmeng.com">www.jsmeng.com</a>	5
M360 Ltd.	<a href="http://www.m360.co.uk">www.m360.co.uk</a>	5
Pen It Graphics Ltd.	<a href="http://www.penit.co.uk">www.penit.co.uk</a>	5
Speed Alarm Ltd	<a href="http://www.speedalarm.com">www.speedalarm.com</a>	5
Stonehouse Tablet Manufacturing Co. Ltd.	<a href="http://www.stonehousetablet.co.uk">www.stonehousetablet.co.uk</a>	5
Design to Build Personnel	<a href="http://www.designtobuild.co.uk">www.designtobuild.co.uk</a>	10
<a href="http://www.gandh.co.uk">Goodmarriott and Hursthouse Ltd</a>	<a href="http://www.gandh.co.uk">www.gandh.co.uk</a>	10
Jonray Engineering Co. Ltd.	<a href="http://www.jonrayeng.com">www.jonrayeng.com</a>	10
Metcalf (Leenside) Ltd.	<a href="http://www.metcalf.co.uk">www.metcalf.co.uk</a>	10
Tew Engineering Ltd.	<a href="http://www.tew.co.uk">www.tew.co.uk</a>	10
Trentpack Machinery Ltd.	<a href="http://www.trentpack.co.uk">www.trentpack.co.uk</a>	10
ALD Plastering Ltd	<a href="http://www.aldplastering.co.uk">www.aldplastering.co.uk</a>	15
De Facto Design	<a href="http://www.de-facto.com">www.de-facto.com</a>	15
Global Entertainment Agency	<a href="http://www.global-ents.co.uk">www.global-ents.co.uk</a>	15
Industrial Self Adhesives Ltd.	<a href="http://www.isatape.co.uk">www.isatape.co.uk</a>	15
Sqp International Plc	<a href="http://www.sqp-international.co.uk">www.sqp-international.co.uk</a>	15
The Beck Co. Ltd.	<a href="http://www.thebeckco.com">www.thebeckco.com</a>	15
A R Wilson Packaging (Nottm ) Ltd.	<a href="http://www.wilsonpackaging.co.uk">www.wilsonpackaging.co.uk</a>	20
Harper Recruitment Ltd.	<a href="http://www.harper-recruitment.co.uk">www.harper-recruitment.co.uk</a>	20
Instaprint	<a href="http://www.instaprint.co.uk">www.instaprint.co.uk</a>	20
K S M Ltd.	<a href="http://www.madaboutcable.com">www.madaboutcable.com</a>	20
Toton Plant Hire Ltd.	<a href="http://www.totonplant.co.uk">www.totonplant.co.uk</a>	20
Walker Catering Supplies Ltd.	<a href="http://www.walkercateringsupplies.com">www.walkercateringsupplies.com</a>	20
Yvonne Palmer Associates	<a href="http://www.yvonne-palmer.co.uk">www.yvonne-palmer.co.uk</a>	20
E Sallis Ltd.	<a href="http://www.sallis.co.uk">www.sallis.co.uk</a>	25
Frudd Construction Ltd.	<a href="http://www.frudd.co.uk">www.frudd.co.uk</a>	25
Garners Catering Equipment Ltd.	<a href="http://www.garnerscateringequipment.co.uk">http://www.garnerscateringequipment.co.uk</a>	25
The Giltbrook Dyers & Cleaners Ltd.	<a href="http://www.giltbrookcleaners.co.uk">www.giltbrookcleaners.co.uk</a>	25
Thomas Fish & Sons Ltd.	<a href="http://www.thomasfish.co.uk">www.thomasfish.co.uk</a>	25
Timber Decay Remedial Services Ltd.	<a href="http://www.timber-decay.co.uk">www.timber-decay.co.uk</a>	25

Company	Web Address	Findability Score
Wright Engineers	<a href="http://www.wright-engineers.co.uk">www.wright-engineers.co.uk</a>	25
B G U Manufacturing Co.	<a href="http://www.bgu-man.co.uk">www.bgu-man.co.uk</a>	30
L & D Precision Engineers Ltd.	<a href="http://www.ldprecision.co.uk">www.ldprecision.co.uk</a>	30
L H Woodhouse & Co. Ltd.	<a href="http://www.lhwoodhouse.co.uk">www.lhwoodhouse.co.uk</a>	30
Swisstulle Uk Ltd.	<a href="http://www.swisstulle.co.uk">www.swisstulle.co.uk</a>	30
William E Selkin Ltd.	<a href="http://www.selkin.co.uk">www.selkin.co.uk</a>	30
Activeplan Solutions Ltd.	<a href="http://www.activestandards.com">www.activestandards.com</a>	35
Business Concepts (U K ) Ltd.	<a href="http://www.officeinnovations.co.uk">www.officeinnovations.co.uk</a>	35
Charnvel Ltd.	<a href="http://www.chnavel.co.uk">www.chnavel.co.uk</a>	35
Frank Key (Nottingham) Ltd.	<a href="http://www.frank-key.co.uk">www.frank-key.co.uk</a>	35
Harringtons (Nottingham) Ltd.	<a href="http://www.harringtons-uk.com">www.harringtons-uk.com</a>	35
Orbiter Food Machinery Ltd.	<a href="http://www.orbiterfoodmachinery.co.uk">www.orbiterfoodmachinery.co.uk</a>	35
Sofa & Chair Co	<a href="http://www.meadowmead.co.uk">www.meadowmead.co.uk</a>	35
A & J Computers	<a href="http://www.aj-computers.co.uk">www.aj-computers.co.uk</a>	40
C P M G Architects Ltd.	<a href="http://www.cpmg-architects.com">www.cpmg-architects.com</a>	40
F F Allsopp & Co. Ltd.	<a href="http://www.allsopps.co.uk">www.allsopps.co.uk</a>	40
John Fish Exhibitions Ltd.	<a href="http://www.johnfishexhibitions.co.uk">www.johnfishexhibitions.co.uk</a>	40
Portable Floormakers Ltd.	<a href="http://www.portablefloormakers.co.uk">www.portablefloormakers.co.uk</a>	40
Rai Technical Ltd.	<a href="http://www.rai.co.uk">www.rai.co.uk</a>	40
Saviour Engineering Services Ltd.	<a href="http://www.saviourengineering.co.uk">www.saviourengineering.co.uk</a>	40
Vintage Wines (Holdings) Ltd.	<a href="http://www.vintagewinesltd.co.uk">www.vintagewinesltd.co.uk</a>	40
Allan Joyce Architects	<a href="http://www.allanjoycearchitects.co.uk">www.allanjoycearchitects.co.uk</a>	45
John A Stephens Ltd.	<a href="http://www.johnastephens.co.uk">www.johnastephens.co.uk</a>	45
Johns of Nottingham Ltd.	<a href="http://www.johnsofnottingham.co.uk">www.johnsofnottingham.co.uk</a>	45
Leec Ltd.	<a href="http://www.leec.co.uk">www.leec.co.uk</a>	45
Midland Industrial Designers Ltd.	<a href="http://www.mid.uk.com">www.mid.uk.com</a>	45
Natgraph Ltd.	<a href="http://www.natgraph.co.uk">www.natgraph.co.uk</a>	45
Polestar Interactive Ltd.	<a href="http://www.polestar.co.uk">www.polestar.co.uk</a>	45
Purple Circle Design Ltd.	<a href="http://www.purplecircle.co.uk">www.purplecircle.co.uk</a>	45
A W Lymn Ltd.	<a href="http://www.lymn.co.uk">www.lymn.co.uk</a>	50
Ashworth & Thompson Ltd.	<a href="http://www.ashworthandthompson.co.uk">www.ashworthandthompson.co.uk</a>	50
J McIntyre (Machinery) Ltd.	<a href="http://www.jmcrecycling.com">www.jmcrecycling.com</a>	50
M G Rubber Co. Ltd.	<a href="http://www.mgrubber.co.uk">www.mgrubber.co.uk</a>	50
Maru Swimwear	<a href="http://www.maruswimwear.co.uk">www.maruswimwear.co.uk</a>	50
Elizabeth Michael Associates Ltd.	<a href="http://www.elizabethmichael.co.uk">www.elizabethmichael.co.uk</a>	55
H D Science Ltd.	<a href="http://www.hdscience.com">www.hdscience.com</a>	55
John P Waterhouse Co. Ltd.	<a href="http://www.jpwaterhouse.co.uk">www.jpwaterhouse.co.uk</a>	55
Michon Ltd.	<a href="http://www.michon.co.uk">www.michon.co.uk</a>	55
Nzime Ltd.	<a href="http://www.nzime.com">www.nzime.com</a>	55
Myford (Holdings) Ltd.	<a href="http://www.myford.com">www.myford.com</a>	60
Eric Potter Clarkson (Ip Services) Ltd.	<a href="http://www.eric-potter.com">www.eric-potter.com</a>	65
Major Projects Ltd.	<a href="http://www.major-projects.co.uk">www.major-projects.co.uk</a>	65
Morse Watchmans (U K) Ltd.	<a href="http://www.morsewatchman.com">www.morsewatchman.com</a>	65
Omega Red Group Ltd.	<a href="http://www.omegaredgroup.com">www.omegaredgroup.com</a>	65
Speedograph Ltd.	<a href="http://www.speedograph-richfield.co.uk">www.speedograph-richfield.co.uk</a>	65
Cadcam Technology Ltd.	<a href="http://www.ccc-uk.com">www.ccc-uk.com</a>	70
Andersons	<a href="http://www.andersonssolicitors.co.uk">www.andersonssolicitors.co.uk</a>	75
Nottingham Ice Centre Ltd.	<a href="http://www.nottingham-arena.com">www.nottingham-arena.com</a>	75
The Albert Hall (Nottingham) Ltd.	<a href="http://www.albert-hall-nottingham.com">www.albert-hall-nottingham.com</a>	75
Esprit Automation Ltd.	<a href="http://www.espritautomation.com">www.espritautomation.com</a>	80

<b>Company</b>	<b>Web Address</b>	<b>Findability Score</b>
Newson Gale Ltd.	<a href="http://www.newson-gale.co.uk">www.newson-gale.co.uk</a>	80
Agathos Systems Ltd.	<a href="http://www.agathos.co.uk">www.agathos.co.uk</a>	85
Gauntleys of Nottingham Ltd.	<a href="http://www.gauntleywine.com">www.gauntleywine.com</a>	85
Questmark Ltd.	<a href="http://www.questmark.co.uk">www.questmark.co.uk</a>	85
Simon Dryers	<a href="http://www.simon-dryers.co.uk">www.simon-dryers.co.uk</a>	85