

# New ways to get your business noticed



Visibility of your website is paramount to successfully stimulating good enquiries. The bottom line is that there are only 10 positions on the front page of the Google search engine and if you're not on the front page, the chances are that you won't be found.

Not every sector is covered by these industry article pages yet. A number of sectors have been initially selected by the PPMA to develop the techniques involved. Ensuring that these pages appear as high as possible in the search engines will require ongoing investment and assistance from PPMA members. The goal is to provide members with access to high ranking search engine positions at a fraction of the cost of doing it themselves or advertising on other industry websites.

The second new PPMA internet product is the **PPMA Journal**. This is personal internet publishing for members looking to put press releases, videos and customer information directly onto the internet without the need for a sophisticated in-house web design team. Built upon blogging technology, PPMA Journals will enable every PPMA member to build up a portfolio of application stories, press releases and product information on the internet as easily as producing a word processed document. Once this information has been published on the internet, it will remain live and can be found by customers via the search engines. It can also be used to direct agents, distributors and customers to articles directly relating to their application. This is all done without the requirement to modify an existing website.

*Please contact David Chadd or David Harrison if you want further information on our Search Engine Optimisation and the PPMA Journals.*

The PPMA is spending time, money and resources developing the PPMA website into a highly visible industry portal search engine for processing and packaging machinery. Every member has a listing on the PPMA website as part of their membership package. In addition, the PPMA's **Search Engine Optimisation Advertising** initiative has seen the development of a number of industry articles which will score highly with the search engines. For example, if phrase 'self adhesive label applicators' is typed into Google the PPMA industry page relating to self adhesive label applicators appears high on the list of results. When this page is clicked, the article appears together with any advertising that a PPMA member has purchased.

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# MACHINERY

# update

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|---|---|
| <p style="text-align: center;"><b>July/August</b></p> <p><b>Feature:-</b><br/>                 Pharmaceuticals, Medical &amp; Healthcare<br/> <b>This issue will be covering:-</b></p> <ul style="list-style-type: none"> <li>• blister packaging • legislation/regulations</li> <li>• the latest market trends</li> </ul> <p><b>Send us your news regarding:-</b></p> <ul style="list-style-type: none"> <li>• new machines and systems • recent installations • your views on market trends</li> <li>• developments for:- tamper evidence, child resistance, coding and marking, verification, cartoning, capsule/ampoule and vial filling, sorting and orientation • processing disciplines such as granulation, coating, tablet pressing, mixing, blending, drying</li> </ul> <p><b>Machinery Focus:-</b><br/>                 Inspection/Weighing and Counting Systems</p> | <p style="text-align: center;"><b>September/October</b></p> <p><b>Feature:-</b><br/>                 Dairy, Yoghurts &amp; Desserts</p> <p><b>Machinery Focus:-</b><br/>                 Case and tray packing</p> <p style="text-align: right; font-style: italic;">Material deadline: End of August</p> |
| <p style="text-align: center;"><b>November/December</b></p> <p><b>Feature:-</b><br/>                 Dairy, Yoghurts &amp; Desserts</p> <p><b>Machinery Focus:-</b><br/>                 Case and tray packing</p> <p style="text-align: right; font-style: italic;">Material deadline: End of October</p>  |   |