

Search Engine Optimisation and the God that is Google

“The PPMA’s Search Engine Optimised Advertising initiative is set to drive the association and its members to the top of the web-search rankings”

Chris Buxton, CEO, PPMA



Nearly everyone struggles with the phenomenon that is search engine optimisation (SEO) which, to the few readers that remain uninitiated, is the process of improving the volume and quality of traffic to a web site from search engines.

The past five years has seen a huge surge in the use of the world-wide web by buyers at all levels as a primary means of identifying suppliers of products and services.

So these days to manage your business successfully your web site must appear at the top of a prospective customer’s search and you will have to bow down to the God that is Google.

The PPMA recognised this early in its ‘search’ for the best way to tackle SEO on behalf of the membership. In fact, without going into the ‘techie stuff’, it’s simple.

The earlier a site is listed in the search results, or the higher it “ranks”, the more searchers will visit that site. This is the basis on which the PPMA’s all new Search Engine Optimised Advertising initiative is founded.

To be launched early in 2008 this unique service will be instrumental in driving the PPMA and its members to the top of the rankings across a range of search terms.

Chris Buxton, CEO, PPMA, explains: “No longer do we have to go out into the rain to acquire the basic information that we are seeking, we just pop our search

continued on page 2



Have your say
on enterprise

p4



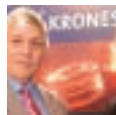
Intellectual Property - look out, there’s a thief about

p6



Eco-Design - what about climate change?

p7



How did he
get away with it?

p9



To Russia
without hassle

p13



Annual General Meeting
full report

p16



Machinery Update
new look

p19

Internal Circulation List
<input type="checkbox"/> Technical / Design
<input type="checkbox"/> HR / Accounts
<input type="checkbox"/> Management
<input type="checkbox"/> Marketing
<input type="checkbox"/> Shop floor
<input type="checkbox"/> Sales

Welcome



Mary Murphy,
Guest Editor

You are only as old as you feel...

The retirement of two consummate professionals and their take on the industries they served both feature in this issue – David Kaye pages 9 - 11; and Alan Isaacs page 18 – got me thinking about what “oldies” offer both the workplace and society as a whole.

The over sixties are not all Grumpy Old Men and Women, they are prepared to work with modern technologies while at the same time providing the younger generation with an insight into some of those so called “old-fashioned values”.

If that sounds condescending I’m sorry but how many of your phone messages, letters and emails remain unanswered? Too many I bet. And, of course, how often have you been guilty? Think on...

Apart from prompt responses being just common courtesy they are also an essential ingredient in providing good customer service.

Until recently at least there has been a short-sighted propensity for employers to shed the “oldies” amongst their workforces and employ youngsters who may be cheaper but not necessarily better.

But things are changing – first there was ASDA’s deliberate policy of employing older people; cynics will say this is because they were cheap but it was instrumental in bringing the concept to the attention of the public.

A recent survey by the Royal Academy of Engineering found that engineering companies are ready to waive the retirement age and offer incentives to keep on over 65s in order to plug the skills shortage gap. A study from the Institution of Engineering and Technology found that engineering failed to make the top 10 career choices among 14 – 15 year olds.

Employees over 50 are also seen as a better option because they are more loyal, diplomatic, reliable, punctual, dedicated and committed. But it’s not all good news for the “golden oldies” they are also viewed by some employers as unenthusiastic and inflexible.

Happy New Year

Editorial team

Guest Editor, Mary Murphy – Direct Tel. 01424 777783
publishing@ppma.co.uk

Section Champions Tel. 020 8773 8111

Executive	Chris Buxton (PPMA)
Process	Mike Warren (Niro Pharma)
PPMA Show	Ian Crawford (Reed)
PharmaChem	Alan Isaacs (Consultant)
Regulatory	Chris Buxton (PPMA)
Technical Services	Martin Keay (Consultant)
International Services	John Cowdrey (PPMA)
Membership Services	David Harrison (PPMA)

Search Engine Optimisation and the God that is Google

continued from page 1

into Google or a similar search engine and ‘off we go’.

“PPMA member customers are no different when they come to purchase processing or packaging machinery. The psychology of this search process, or our understanding of it, is not only interesting – it is critical if we are to ensure that we are the chosen supplier at the end of the exercise!”

Ensuring that the PPMA comes out on top of search engine rankings whether Google or one of the others; and more importantly helping to drive business to members’ websites, is the primary aim of the SEO Advertising initiative from the association.

By using a series of generic keywords (which most users employ to search the web) in each ‘Landing Page’ and ‘sub page’, the PPMA will be driven up the rankings with a knock on effect for members both through the link to Machinery Finder and member specific advertisements. And when at the same time this provides an educational tool that gives real information on how machine systems work and the markets in which they are used, the PPMA is latching on to another key part of SEO - providing unique content to the site.

The SEO Advertising initiative gives real focus to customer searches by creating generic titles based on commonly used terminology across 11 packaging and processing “disciplines”. Each of the ‘landing pages’ will help searchers through the maze of terminology associated with a particular discipline and will contain the majority of the common search terms associated with a particular sector. It will also provide an overview of the market and give real guidance



on the type of machines and systems employed.

This will then be drilled down further into ‘sub-landing pages’ where most of the terms associated with a particular packaging or processing discipline are again explored but in more depth.

Here’s just one example:

Say your search term is Labelling. Type Labelling (or indeed sleeving, or weigh price labelling) into the search and immediately the Labelling Landing Page pops up. Here the user will find an outline of most of the functions and uses of labelling machines and equipment and glean a rough idea about the type of system they need. Then by drilling down into the sub-pages users will find guidance about the types of systems employed. Examples here include: Pressure sensitive/self adhesive label applicators, sleeving and print & apply with information on each and so it goes on ...

Provision will be made for PPMA members to invest in



what will be search engine optimised advertisements on 'landing pages' at a fraction of the cost and without the complexity of having to optimise their own sites.

The chosen sectors are currently: Labelling; Coding & Marking; Conveyors; Inspection; Wrapping; Palletising; Filling; Form/Fill/Seal; Cartonning; Food Processing; and Pharmaceutical Processing.

In each sector page users will find a useful, albeit simple, guide to what sort of systems may be suitable for their products; the difference between the various machines and systems; a direct link to the Machinery Finder service for more information on suppliers and their systems and a selection of member advertisements directly linked to the member's website or chosen destination.

Recall the last time you undertook an internet search, says Buxton: "We go to our favoured search engine, type in our chosen phrase and a few seconds later we are presented with search results. Nine times out of 10 we make a selection from the first page. If we don't find what we want do we go to page two? Not usually.

"Almost 95% of the time if we fail to find what we want on the first few entries of our search we don't look any further; we modify our search criteria and repeat the process! The message from this behaviour is clear, well-established and crucial. 'If your company doesn't appear on the front page of a search engine report you are very unlikely to be selected as a potential supplier'."

So by ensuring that content of the Landing Pages is both easily indexed by search engines and by making the site more appealing and authoritative to users, the PPMA is using a pincer movement to drive itself and its members to the top of the search rankings.

SEO – a quick guide:

The location and frequency of keywords on a web page is paramount.

Pages with the search terms appearing in the HTML title tag are likely to be seen as more relevant than others.

Search engines will also check to see if the search keywords appear near the top of a web page.

A search engine will also look at how often keywords appear in relation to other words in a web page. Those with a meaningful higher frequency are likely to be the winners.

How pages link to each other is also important: a search engine can both determine what a page is about and whether that page is deemed to be "important" and deserving of a ranking boost.



A web site's Google page ranking is important. Google rankings are scored 1 to 10 with 10 being the highest.

Any one interested in a more technical approach The Gospel according to Google can be found at www.google.com/technology/index.html and/or www.google.com/support/webmasters/bin/answer.py?answer=35769

Contact Point

Make sure you don't land up in a tight spot!

Contact David Chadd, Media Sales Manager, to explore all the opportunities to advertise within the Landing pages:

E david.chadd@ppma.co.uk
ppma.co.uk
T 0208 773 8111

In this issue

1-3 Cover Story: Search Engine Optimisation - the PPMA's Search Engine Optimised Advertising initiative; Editor's comment - championing golden oldies

4-6 News: News from EAMA; PPMA Show sponsored awards; Members' news; Intellectual Property - look out there's a thief about!

7-8 Technical Services: Waste Electrical and Electronic Directive; Eco-Design Proposals; Revisions to Safety of Machinery Standards; Delay for Electromagnetic Fields Directive; Appetite for Engineering conference report

9-11 Personally Speaking: David Kaye, MD, Krones UK reflects on 40 years in the bottling and packaging industries and the challenges facing the sectors

12-15 International Services: interpack the international showcase; Viva Las Vegas; PPMA Show 2008 update; To Russia without hassle; The facts about FachPack; Beryl gets Go(a)ing; Confectionery boom in Asia; Ukraine big in food; Overseas pavilions

16-17 Annual General Meeting Report: Out with the old and in with the new - but remember to look after the baby, Chris Buxton reports on the 2007/8 AGM

18 Off the Wall: 40 years of change and it's tougher than it's ever been says Alan Isaacs

19-20 Publishing Services: Machinery Update new look - evolutionary not revolutionary; MU features schedule 2008/2009; Noticeboard