Search Engine Optimisation

SEO (Search engine optimization) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

There is a whole science behind this, and there are NO guarantees!! However, these things will help:

* The site works on mobile as well as desktop
* Images and file sizes are low and compressed
* You’ve added a sitemap to google search console
* You’ve included good content that is relevant, interesting, original and share-worthy.
* You’ve included meta data in the head.
* Your code is valid

Another trick people use is to build links between other relevant sites. So if someone writes an article / blog about our site or something relevant ask for the website link to be included. Don’t over do this though as it causes penalties.