Search Engine Optimisation Tips & How to Get Your Business Found in Google

Research & Planning

- **Google Webmaster Tools** Install Google Webmaster tools (with a simple code change and sign up) – this will give you lots of valuable information about how Google sees your Website. It will also identify search engine issues www.google.com/webmasters/tools/

- **Google Analytics** Install Google Analytics (with a simple code change and sign up) – This will give you information on how people are finding your Website and any keywords you currently rank for. It also tells you what visitors do when there on your website and which pages they visited www.google.com/analytics/

- **Keyword Targeting** Use keyword research tools like Google AdWords Keyword tool http://www.adwords.google.com/keywordtool or www.freekeywords.wordtacker.com to find what key words your customers are searching for – directly related to your products and services

Things You Can Do On Your Website

- **Website Structure & Target Markets** Structure your website to match your business structure such as by your products and services. Each section or page needs to target markets with keywords that are relevant to the customers you want to reach

- **File Names** Making file names descriptive helps the search engines identify what content is about. Web page file names can be read in the address bar, content file names such as images and PDFs will also give the search engines useful information about your content

- **Visibility** Make sure your website content is visible to search engines. Techniques like Flash and Frames make reading your content harder for Search Engines. However Flash can be used sensibly and won't affect SEO

if information about your business is available in the HTML content of your page

- **Internal Linking** How pages are linked to within your website is important to search engines as it tells them how important pages are and the link text is used to identify what the target page is about. Have a good URL for each page of your site. If you type site:www.yoursitename into Google you can see all the separate page title listings for your site

- **Copy & Titles** Write targeted keyword rich relevant copy about products and services. Search engines and users expect to see the most important information prioritised at the top of your pages. You can use H1 and H2 title tags to prioritise titles

- **Title tag** Meta titles are the words appearing in the top blue bar when you are on any web page. The title tag is the most important tag for SEO, it needs to be keyword targeted and descriptive and unique to each page. Make sure these are directly relevant to what people might be searching for – use an optimum key phrase. Title tags should be no longer than 70 characters

- **Metadata** The Meta description may be displayed (150-160 characters) if deemed a relevant description for each page. Make sure that it reads in plain English with a clear call to action, you can include a telephone number but not an email address

Things You Can Do On Other Sites

- **How Search Engines Find your site** Search Engines find and index web pages via links so it's important to link your website from other quality websites

- **Quality & Relevance** It's important that the places your website are linked from are quality websites. It's also important not to link to poor quality websites. Try to gain links from established and relevant websites, and only link to quality websites

- **Blogging** Blogging creates new content regularly. Set up a blog which is run as a news feed within your website (ask your web developer) and keep using your optimum key phrase/s. Some blogging software (inc wordpress) has a tool which will mean that your blog also appears on Twitter as well. Put comments on other relevant blogs with a link back to your site. This will increase the number of links you have. Google does look for duplicate content (identical) so do not use the same copy on every blog

- **Link Text** Keep link text keyword rich and descriptive. Don't have [Click here](#) as a link to your site

- **Link Sources** Manually researched submitted or requested links are best. You can gain links from free and paid directories. Also look to partners, industry related websites & communities for links

- **One way Links** One way links can be harder to find, though they will give your website more 'link value' than reciprocal links

- **Submit to the Yahoo directory** – https://ecom.yahoo.com/dir/submit/intro/. This is a paid link and will be approved in about 2 weeks. After a few weeks you should notice a definite improvement in all search engine results positioning from this one link.

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Remember there is no point having a high ranking site if you cannot convert your visits into actual sales, enquiries, phone calls etc

Glossary

Google Adwords – is a paid for links tool. Your site will appear in the sponsored searches section

Title Tag – words that appear at the top of the web browser

Meta Description Tag – descriptive sentence that appears below the Title Tag in a search engine

Alt Tag – descriptive name of image that appears if image doesn't load on screen

Heading Tag – changes the visual look of a heading on your page

Article directories – ezinearticles.com, article.biz, articlealley.com, articledashboard.com, amazons.com

XML – extensible mark up language. It standardises way of displaying information

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