

Introduction

To get the most from your website you need to consider some fundamentals.

By using the correct techniques combined with patience, you will get better results than by trying to use short cuts or tricks.

Let Google and the other search engines know what your site is about. Offer quality content to your visitors and follow good SEO principles. You should be working with the search engines, not trying to mislead them.

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Key words

Knowing what words and phrases your potential visitors are looking for is perhaps the most important aspect of SEO.

Being number 1 for a word or phrase that brings 10 visitors a day is nice, but being number 5 for a term that attracts 100 visitors a day is better.

Keep it simple

Avoid over-cluttering the page. Use colour and images to attract the eye, but remember it is the text that you wish your visitor to read. Do not use flash as Google cannot read it and this will cause your site to rank poorly in the search engines.

Content is king

Restrict each page to one topic. Publish content that your visitors will find useful. The content might include tutorials, articles, case studies or testimonials. Check the content for spelling and grammar. If you are not confident enough to do this yourself, hire a copywriter experienced in writing for the web.

Know your enemy

A little over dramatic maybe, but knowing who your competitors are and what they are doing will help you out-rank them in the search engines for the keywords that really count. Keep an eye on the market and learn what your visitors are looking for.

Don't miss the obvious

Ensure you have all the obvious components of the site optimised, such as the title tags, the description tags and alt text. Does the text include the key phrases? Optimisation is not something you can do and then forget, good optimisation companies will work with you month on month to ensure any changes in the search engine algorithms are incorporated into your sites.

Call to action

What do you want the visitor to do when he lands on your page? Buy something? Complete a form? Ring you? Clarity is everything. The add to cart button must be clear. The telephone number must be visible. Visitors will not spend time trying to work out how to make your site work properly, so make it obvious.

Relevant links

Google loves links: they make the Internet work, but they should be relevant and natural. Generally speaking, the more good quality links you have pointing to your site, the higher you will rank in the search engines.

Statistics

Ensure you know your visitors. How many are you getting? Where are they coming from? A good stats package will show you the information you need to allow you to focus your marketing budget where it will do the most good.

Don't put all your eggs in one basket

Google may be the largest search engine, with over 80% of search engine visits coming through them, but that still leaves a good number coming from other sources.

Consider Pay Per Click (PPC) it can produce quick results, you can test new products and key phrases with immediate feedback and is a useful addition to the organic search engine results.

Keep up-to-date

A note of caution: the strategies that worked in Search Engine Optimisation 6 months ago may not work now and some may even harm your rankings.

Tricks such as hiding text have been used but they do not work.

In 2006, BMW Germany were banned from Google for these sorts of techniques. If in doubt, ask a professional with a proven track record.

Conclusion

Cravenplan has a reputation for achieving high rankings in the search engines at very competitive rates in a wide variety of industry sectors.

Promoting your site in the search engines in a natural, ethical way will ensure you rank well, no matter what changes are made in the search engine algorithms.

A recent survey showed that websites with optimisation received 20 times more page views than those without.

Our team includes SEO consultants, web designers, programmers and professional copy writers, all working together to make your website a success.

Visit www.cravenplan.com or call 0800 135 7186 to arrange a free SEO consultation.