

Search engine optimisation techniques

Almost every business needs to ensure that it's website is achieving the best possible exposure and is easily found when using the main search engines. Here are 10 simple steps that can be taken to improve your websites performance.

Whether you are planning a new website, or have one that is not pulling in enough traffic from prospective customers, consider the following tips to help improve your search engine placement:

- 1 Set clear objectives for your website What do you want to achieve? How will your target customers be searching for information? Do you want to attract a high quantity of visits from a broad customer base, or a small number of highly targeted visits? Do you want to draw traffic from worldwide, or just in the UK?
- 2 Consider the keywords and phrases that your potential customers might use to find information about you. It will be vital to get these right as they are central to optimising your website.
- 3 To improve your chances of being listed on directories (and to be generally 'user friendly' on the web) make sure that your site is easy to read, clear to navigate and fast to download.
- 4 Content is crucial, providing users with relevant and useful information that will keep them coming back to your site and written in a way that is search engine friendly.
- 5 Try to avoid frames as well as redirect pages, software such as Flash, or dynamically generated pages. These can all impact how a search engine can, or will, index your site.
- 6 Make as many links to other relevant websites. This will offer value to your users but more importantly, allows you to build 'link popularity' through reciprocal links, which in turn will help enhance your search engine ranking and create traffic from other websites.
- 7 Don't consider using spamming techniques to improve your ranking as any short-term gain will ultimately lead to long-term loss if your site is blacklisted by the search engines.
- 8 Choose a specialist who understands your objectives and is not simply keen to demonstrate their skills on the latest software techniques. Get their help to optimise your pages to achieve a good ranking. Don't be taken in by the promise of submissions to hundreds of search engines! This can easily be done and it is better to spend the time getting your website right for the top 10 or so main search engines and directories where most of your traffic will come from.
- 9 Let your specialist help you to understand the techniques required and keep up-to-date with the changing requirements of the top search tools on the web. Create an effective search engine strategy to help generate long-term and targeted traffic to your website.
- 10 Your web design and search engine optimisation should work closely together. Make sure that the content and design gives your potential customers an easy to use, attractive and useful web experience that will keep them coming back. The optimisation of your web pages will then work around your site to help achieve the best results possible.

If you would like help to market, promote and grow your business then call me today and request a FREE one hours meeting.

tel 01580 715518
fax 01580 715818
malcolm@elsmore.co.uk
elsmore.co.uk

trading as Elsmore Creative Marketing Limited
registered in England no. 4647670