



# SEO

## Search Engine Optimisation – what is it?

SEO is the process of getting traffic from the free (organic, or natural) listings on search engines. All major search engines (such as Google) have these results, where web pages and other content such as videos are shown and ranked based on what the search engine considers most relevant to users. The more relevant your content, the higher you will appear in searches, based on three main factors:

### ON THE PAGE SEO *(stuff we can control directly)*

#### CONTENT

- **Quality** – are the pages well written?
- **Research** – are you using keywords that you know people are searching for?
- **Words** – are you using words and phrases relevant to your page content?
- **Current** – are the pages updated regularly?

#### HTML

- **Titles** – do HTML tags contain keywords relevant to page topics?
- **Description** – do meta description tags describe what the pages are about?
- **Headers** – do headlines and subheads use header tags with relevant keywords?

### OFF THE PAGE SEO *(influenced by visitors and other publishers)*

#### LINKS

- **Quality** – are links to your site from trusted or respected web sites?
- **Text** – do links pointing at pages use words you hope they'll be found for?

#### SOCIAL

- **Reputation** – do those respected on social networks share your content?

#### PERSONAL

- **Locality** – where are people searching from?
- **Repeat visits** – do people regularly visit the site? Have they 'liked' it?
- **Social** – do your friends talk about the site on social media?

### VIOLATIONS *(these may cause a ranking penalty or ban)*

- **Thin** – content is thin, shallow or lacking in substance
- **Stuffing** – excessive repetition of keywords
- **Paid Links** – purchasing poor quality links in the hope of better rankings
- **Link Spam** – creating links by spamming blogs, forums or other places

## How can we help?

We can optimise your website by using the criteria above. This will boost your site's visibility and it will rise in Google's ranking system. But it is not a one-off job; it should be monitored and tweaked, and all new content must be optimised. Your competitors' keywords and phrases should also be looked at, to ensure that your potential visitors aren't being directed to their site instead. It is an ongoing process, and we will not promise to get you to page one of Google overnight because that cannot be done (despite claims by some companies!). For the fast track to page one please read the AdWords section...