

Search Engine Optimisation Tips

What is SEO?

Website search engine optimisation or SEO, is a term used to describe the process of preparing your website for search engine ranking, in other words the position your page will have within the search results from sites such as google, yahoo or MSN.

The more 'valuable' the search engine considers your website the higher up the list you will be - make your website 'valuable' by doing some of your own DIY SEO! Read the tips below to help your ranking!

SEO Tips

1. LINK INBOUND - Be popular! I don't mean you have to have a little black book choker with friends, you just need to get your website URL on as many websites as you can. Search engines will consider you important if you are popular.

A few places to start:

- Get yourself onto social networking sites such as facebook, myspace or twitter
- Upload pictures (say product images) onto flickr
- Start blogging, either start your own or participate in existing blogs
- Link sharing, contact other web owners to do a 'swapsie' of links.
- For the really keen - create a few websites that link to each other, a mini network

Hint: don't have every link leading back to your homepage, mix it up a little, this shows your website is rich with content.

2. LINK OUTBOUND - Spread the love! Include links on your own website that lead out to other sites. Being well connected matters, it's seen as valuable in page ranking. But be warned! Make sure the link is valid, and doesn't link to an 'under construction' or 'page not found' site.

3. KEYWORDS - Huh? Keywords are words or phrases that describe what you do and who you are. An end-user will enter keywords into the search engine and a spider will search the internet and find websites with matching keywords. You need to get at least 200 keywords throughout your website, especially on the homepage and in prominent locations:

- Every Page's Title Bar - the are at the top of the browser window
- Headings - Large headings (labelled H1 or Heading 1).
- First Two paragraphs - It is thought that only the first two paragraphs are searched for keywords and is regarded as an important place for keywords.

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4. UPDATE, UPDATE, UPDATE! Old or 'dead' sites get bumped! You need to update your content, add new pages, pictures, widgets etc regularly. Commit yourself to changing it every week or two. It could be as simple re-wording the titles on each page or rejigging the content. Just add a bit of information to improve your website, keep the cobwebs at bay, do a little housework to keep your visitors knocking at the door!
5. GOOGLE OR YAHOO DIRECTORY. Add your website to directories - it's free! Do this by going to www.google.com/adurl. It's not guaranteed to be highly ranked but it puts you one step further!
6. META DESCRIPTION. Describe your site, product or service in one sentence. This is what you should have in your meta description. Google will look to make sure that your keywords are in your Meta Description. If it finds your keywords in there then it knows that your website is about.

The more valuable your website is the more often you update it, the better its rank will be. It's as simple as that, there is no 'one-fix' miracle to ranking. Remember KEEP IT FRESH!

If you need further help with SEO, please feel free to contact me: emma@synergydesign.co.nz.

Please note:

As I come across more tips and tricks on SEO I will include them in this PDF, check back regularly for updates.