

Top Tips for Search Engine Optimisation

1. **Put together a relevant list of keywords and key phrases for your website** – these must be based around what a customer would type into a search engine to find your business – don't immediately assume you know what most relevant keywords are.

Make your own list first, ask customers, friends and family for their ideas, then try these keywords or phrases using a search engine to see what kind of companies/businesses they bring up. You can use tools like Google Adwords (a free tool with free account) or those listed on katproductions website to assess the popularity of keywords. Select the most relevant terms.

2. **Make sure each page of your website utilises your keywords or phrases in terms of:**

- Page titles
- Meta-tag Description and Keywords
- Alt tags, anchor names, headings, and title tags within links
- Keyword rich content – try to have minimum of 250 words on each page (if appropriate) and mention the main keywords at least 4-5 times, though it must sound natural.

3. Make sure your website utilises a **secondary text navigation menu**.
4. Put **text links** within your page content, linking to other internal pages.
5. **Resubmit your site to Google** whenever you make moderate to major changes to your site.
6. Keep **tweaking** your keywords and phrases and keep an eye on the **competition**.
7. **Submit your site** to Google, Yahoo and MSN (these are the major search engines and are free to submit to).
8. Consider **reciprocal linking** with relevant product/industry specific directories or other related websites.
9. Likewise, **submit your site** to general or product/industry specific directories.
10. Put your web address on your **email signature**.
11. If relevant or appropriate, join **social networks** like myspace.com or youtube.co.uk where you can make reference to your website, or set up a business related blog and linking this to your website.
12. Put relevant **articles** on your own website with links within it or submit articles to directories like www.ezinearticles.com, www.greatarticles.co.uk, or www.articles.co.uk.

Don'ts

Content

- Don't hide your keywords in either very small type or in the background colour of your site
- Don't use keywords that aren't relevant to your site as these weaken your theme.

Linking

- Don't list your website on every random directory, website or search engine – make sure these are relevant to your website or else you risk being penalised.
- Don't believe any business that claims to be able to submit your site to hundreds of search engines as this simply isn't true and it might cause more damage than good to your ranking.
- Don't create several small separate websites that all link to each other to try and improve your rankings.