



Olice Productions' Dos and Donts of Search Engine Optimisation

Making your website easy for search engines to find is essential in driving people to your site. Search engine optimisation companies can work wonders in increasing your page ranking (see below for definitions) but many aspects of optimisation can be done by yourself or your web design company.

Definitions

See below for definitions of common terms in the world of web optimisation...

Search engine optimisation (SEO) - Methods used to enhance a website's ranking in search engines' natural search results (i.e. without paying search engine companies to be a sponsored link etc).

Keywords/phrases - The words/phrases which people would type into a search engine (such as Yahoo or Google) in order to find a website.

Metadata - Metadata actually means 'data about data'. In this case it refers to the information in the head of a website (before the main content) which is not visible when viewing the site.

Page ranking - This is a Google term which refers to their analysis of the importance of a web page within a set of hyperlinked documents (i.e. other web pages). Therefore if a website with a high page ranking links to a smaller website it will increase the smaller sites ranking (how important Google thinks it is) and therefore its position in the search results.

Crawling - This is another Google term and refers to the process by which a 'Googlebot ' discovers new and updated pages to be added to the Google index.

Pay per click advertising – A unique advertising model that only charges users when a potential customer clicks on the link. These adverts can be placed on search engines advertising space (e.g. Googles sponsored links section) or onto an actual website.

Do...

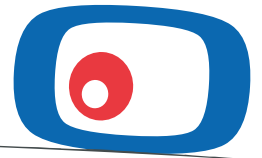
Make sure that every page of your website can be reached by at least one link.

Offer a sitemap to users which points to the important parts of your website and submit a sitemap to Google to help them crawl your site.

Think carefully about your keywords and repeat them throughout your text where possible – use <http://www.google.co.uk/keywords> to get tips on which keywords to use and analyse competitors websites for their suggested keywords.

Ensure that title and alternative tags (the description of your images which will appear if the images do not) are descriptive and relevant.

Ensure that all of your links work.



Use a professional web company who practice correct HTML code.

Make sure that the page title and descriptions in your metadata are relevant, include your keywords and ensure that they are different on every page .

Ensure that your web page names are descriptive and contain relevant key words if possible.

Ensure that the words in your anchor links (the text within your website which acts as a link to another page, website or document) are descriptive and relevant..

Include relevant links but do not exceed 100 per page.

Update your website regularly.

If you have a content management system (which allows you do update your own website) ensure that the system allows search engines to crawl your site.

Different browsers display websites in different ways (i.e. If a web page has not been fully tested then it can look very different in Internet Explorer 7 than say Firefox) so make sure that the site appears correctly in different browsers.

Think about what visitors want and give them the information they are looking for.

Make sure that other relevant websites link to yours (this is one of the most important elements to improve page ranking but Google warns that 'Only natural links are useful for the indexing and ranking of your site').

Use Google analytics to analyse your websites performance and make changes where necessary.

Register with online business directories and Google maps.

Dont...

Don't use hidden text or links in your web pages.

Don't include lots of irrelevant keywords in your text.

Don't duplicate your content by creating multiple pages or using hidden text.

Don't include irrelevant links or be involved in link farms.

Don't use images to display important information as search engines cant recognize text contained in graphics.

Don't use a search engine optimisation company which uses black hat techniques and be careful of those who claim to be able to get you to number one (no-one can guarantee that).

[For more information visit http://www.olicersearchengineoptimisationbristol.html](http://www.olicersearchengineoptimisationbristol.html)