

SEO

search engine optimisation

Search Engine Optimisation (SEO) is the art of ensuring a website appears at the top of the search engine listings for desired keywords and phrases. Outsourcing your SEO requirements is a cost effective way of increasing the quality and quantity of visitors to your website ensuring that you can attain your goals as a business. In addition to optimisation we offer tracking and analytical services to make sure that any changes to your website or SEO campaign are having the desired effect.

The search engines use algorithms (computer codes) to define what makes a website important. These algorithms are the unique selling point of a search engine and are a very closely guarded secret; only the search engines themselves know how a website is ranked. For this reason, Search Engine Optimisation does not have a fixed formula that can be followed to gain the number one position in the search engine results pages (SERPs). This does not mean, however, that a website cannot be guided to the top using techniques discovered through experience, research and tests.

A search engine optimiser's job is to reverse engineer (unravel) the search engine algorithms thereby gaining the knowledge required to push a website to the top of the listings. Search engine giants such as Google constantly tweak and change their algorithm to give their visitors more accurate results and for this reason SEO is an ongoing and ever changing task that requires the knowledge of experienced professionals.

We offer many solutions related to Search Engine Optimisation and can advise you on the best way to optimise your website to achieve high ranking positions for your desired keywords and phrases. The most effective search engine campaigns use a combination of the techniques detailed above.

Quick SEO Guide:

Targeted Content

The mantra of 'content is king' has never been truer in today's fast moving and competitive World Wide Web. Relevant, up to date, unique and informative content is vital to ensure that your website has more substance in the eyes of the search engine giants.

We can advise and help you write content for your website that will have the perfect mixture of keyword density (the number of times your desired keywords appear in a page) for the search engines and relevance for your visitors.

SEO friendly URLs (descriptive web page address)

The URL, or web page address, gives you the perfect opportunity to let a search engine know what your web page is about before it visits. By placing keywords in the URL that are relevant

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to the page we can help boost its rankings in the search engines. Below are two examples of URLs:

Non descriptive (unfriendly) URL:

www.yoursite.com/index.php?p=324&t=back&session=KKER5XXDSMD5

Descriptive (friendly) URL:

www.yoursite.com/about-our-company.htm

When an entire site is built around the premise of descriptive web page addresses it provides a very powerful platform to build the rest of the campaign on.

Optimised Code

The underlying code that makes up a website is very important for highlighting the most important keywords contained within a page. Just as headings, titles and bold text are used in a Word document they are also used in the same way in a web page. These highlights tell the search engines which words are the most important. The similarities don't end here; custom styles, colours and even background images can be applied to each text element to ensure they are unobtrusive and match the design.

In addition to text formatting, special pieces of information called 'META Tags' can be defined to describe a web page to the search engines. The most important of these is the 'Title Tag' which is displayed in the Title Bar of a web browser and often as the clickable link in the search engine results page. Careful and correct usage of META Tags will add another string to your SEO bow.

Link Building

The most important and often most overlooked part of a SEO campaign is link building. This is the process of gaining links to your own website from other sites. Search engines such as Google calculate the popularity of a site by the number of and quality of links they have from external websites. The diagram below displays how links help your website:

