

OPTIMISING INDIVIDUAL PAGES

INTRODUCTION

Search Engines no longer just index sites according to the information contained in the text and meta information of the home page. If you take a look at your web statistics you may notice that you have several entry points to your site. This occurs because search engines index much more than just your home page.

Good search engine results are web pages that best match the search criteria of the user, it doesn't matter if it is a home page or not. So it makes sense to stop looking at your site as a single entity. Rather think of it as a series of much smaller websites containing information that is particular to a certain product and is aimed at a customer seeking to buy or find out more about that product.

Optimising individual pages takes advantage of the way search engines currently index information, and if implemented well, it will bring many more qualified visitors to your site.

EXAMPLES

The Meridian Tours website seeks to serve the needs of small groups, couples, VIP's and business people who are looking for personalised tours of Melbourne, Victoria and Australia.

The actual tours are very different; here are some examples:

- Harley Motorbike Tour of Melbourne
- Golf Tours
- Aboriginal Culture
- An Escorted Hiking Adventure In the Grampians
- Shopping Tours
- Wine Tours
- Great Ocean Road
- Six Day Light Plane Outback Adventure

The generic pages of the site are optimised to promote the idea of small personalised and exclusive tours around Melbourne, Victoria and Australia. The other pages that provide details of the individual tours are optimised for searches made on specific types of tours.

Let's look at the relevant information and key word frequency for two pages within the Meridian Tours site.

Filename	Corporate.htm
Specially Targeted Keywords	Corporate, business, VIP, Hospitality, tour,
Page Title	Meridian Tours – Corporate Hospitality and Hosting
Meta Keywords	melbourne, australia, Victoria, corporate, hospitality, hosting, VIP, VIP's, business trips, concierge, meet and greet, private, tours, private tours melbourne, personalised tours, personalized tours, luxury tours, melbourne day trips, special interest tours, touring, guided tours, independent travel, gourmet travel, luxury tours, service, holiday, package, travel, vacation
Meta Description	Australian tailor-made tours for corporate and business, small groups, couples and VIP's. Tours include food and wine, wildlife, outback, golf, fishing, city, shopping, high-country and more.
Image Captions	Vibrant St Kilda, The Block Arcade - City Shopping, Fine Dining
Image Alt Tags	Your Australia Banner, St Kilda Shopping and Restaurants , VIP Shopping, Corporate and Business Entertainment, French German Spanish Guides
Keyword Frequency in page text	Corporate 3, Business 5, VIP 3, Tour 6, Hospitality 1,
Total Keyword Frequency on page	Corporate 9, Business 9, VIP 8, Tour 19, Hospitality 4,
Total Words on Page	251
Keyword / Ratio	1:5

Filename	MoreFlyOutback.htm
Specially Targeted Keywords	outback, adventure, tour, alice springs, olgas, bungle bungles, el questro, uluru, rock, kimberley
Page Title	Adventure Outback Tour Australia
Meta Keywords	Australia, outback, adventure, tour, alice springs, olgas, bungle bungles, el questro, uluru, ayers rock, kimberley, private, tours, personalised tours, personalized tours, luxury tours, special interest tours, touring, guided tours, independent travel, luxury tours, holiday, package, travel, vacation
Meta Description	Australian tailor-made adventure tour. Explore the outback, visit the Bungle Bungles, The Kimberley's, Uluru, Alice Springs, and the stunning ElQuestro Resort. Experience Australian and its wildlife.
Image Captions	None
Image Alt Tags	Tour The Australian Outback, Australia Outback - The Bungle Bungles, French German Spanish Guides
Keyword Frequency in page text	Outback 4, adventure 2, tour 4, alice springs 3, olgas 2, bungle bungles 2, el questro 6, uluru 3, kimberleys 2
Total Keyword Frequency on page	Outback 10, adventure 6, tour 13, alice springs 6, olgas 4, bungle bungles 5, el questro, uluru 9, Kimberley 5
Total Words on Page	675
Keyword / Ratio	1:11

CONCLUSION

You will notice that the frequency of the targeted keywords and the ratio of keywords in the content is much higher than could possibly be achieved if you tried to convey the information in just one web page.

So if you are serious about getting qualified users to your website you should be looking at optimising every page individually. Remember to use keywords in headings and hypertext links as these words are weighted more heavily by search engines.

In our experience perhaps 50% of small business websites do not have appropriate meta information and are not registered with search engines. We believe that less than 10% of small business websites have meta information that is specific to individual pages. If you spend the time and effort to optimise the individual pages of your website you will attract far more users than a website that has placed all its marketing eggs on the home page.