SEARCH ENGINE OPTIMISATION – THE BASICS

INTRODUCTION

If you have already read The Basics, Search Engines and Directories you will be well aware that what drives the technology behind the search engines is an intense competition to give the user the best possible results on their search criteria. This is exactly what should be driving your efforts in optimising your site too.

The web is a very competitive place, but it is also a very busy place and there is no point trying to attract users to your site if their needs do not match (almost exactly) what you want to provide. If you stick to this premise optimising your site should be relatively easy.

RULES OF THUMB

One website one audience. This might seem really obvious to some people, to others it may seem like a wasted opportunity. But here are the reasons behind this rule.

- Search engines will only return content that they believe is highly focused on the search criteria of the user.

- Users scan pages for information. They will want to see relevant content jumping out at them, not an isolated snippet on a busy page.

- You only get a few seconds to win a user who visits your website and you win them by providing the information they are looking for as soon as they arrive.

- **Know the key-words and key-phrases** your users are likely to use to find the products and services you provide and use them often in your website.

- Use them in the page titles

- Use them in Headings and Sub-Headings

- Use them in the content

- Use them in links

- Use them in the image captions and Alt Tags (these are the little text boxes that appear when you hover your mouse over an image)

- Use them in the Meta Information

- Use them in your domain names if appropriate

web | assets

Search Engine Optimisation & Website Marketing

Search Engine Optimisation Basics

Spend your search engine registration budget wisely. There are tens of thousands of search engines and directories out there and most of them will never direct any relevant traffic to your website.

Takeovers, wholesale arrangements and agreements within the industry could see you doubling up on your spending without realising it. If in doubt call us on 1300 656 196 to discuss your requirements.

Submitting your URL to Google does not seem to have any real effect on the likelihood of your site being ranked or listed by Google. Instead Google likes to find your website by following the links on other websites. This is often why people will make a few paid listings in minor search engines and this system works well.

Being listed in industry, geographical and other paid directories, all help to increase your Google PageRank.

Don't try to trick or manipulate the search engines. It just doesn't work in the long run, even though you may come up with some short term positive results. A good example of this sort of tactic is what is now termed keyword stuffing or spamming. This is when a web page contains many repetitions of the same few keywords over and over again in text the same colour as the background or in a tiny unreadable format. Spamming or stuffing will just get your website banned and removed from search engines altogether.

Listing your website cheaply with hundreds or thousands of search engines was supposed to provide thousands of valid links to your site, which would in turn increase your ranking with Google. Well this did not last for long and Google black lists websites that are listed on what is now termed a link farm.

CONCLUSION

Website optimisation is all about matching products with buyers, not about promoting your website more successfully than another. If your website is already built and you are on the verge of registering it with search engines, take the time to see how well your site conforms to the rules we have detailed. Don't waste your money registering with search engines until you have addressed these points.