



Top 10 Search Engine Optimisation Tips

- Don't build your website first and then start thinking about search engines. Good search engines techniques start from the ground up for a website.
- Ensure you write good quality content for your website. Sticking a few lines of text about what your company does won't help search engines or customers. Lots of descriptive text is always helpful.
- Ask your web developer about what they are going to do for your website regarding search engines. They may charge extra to include optimisation techniques, so you need to talk about this in your first meeting.
- Get some decent statistics running on your website. There is no point spending any money on advertising if you don't know if it's making any difference.
- Don't spend money with a company that offers something that sounds too good to be true, it probably is. Remember to listen carefully to what they are offering, most people can get you number one in Google for your company name (unless its generic) but you need more than that to get great hits.
- Get as many people as you can to link to your site. You probably know quite a few people with websites already, and if you offer to link back, everyone benefits.
- These days you will need to spend money as it's increasing difficult to get somewhere without paying anything. Make yourself a budget, E.g. Spend £250 this month on a Google Adword, track it for the month with your stats and see if your orders increase. If you didn't make the money back, then consider trying a different word or tactic.
- If you have the time, try a few submissions yourself before going to a company. Paying for an advert in yahoo is quite simple, just follow the online instructions.
- It takes time to appear naturally in Google. Don't get frustrated if it seems to take months and months to get anywhere, this is quite normal.
- Remember to promote your website everywhere possible and ensure you have your URL on everything. The more hits you generate, the better you will appear in the search engines.