

The Basics of Search Engine Optimisation

James Barnes

Assuming that you have a web site you probably want it to be found, these days that means being found by a search engine. The 3 main commercial search engines are Google, Yahoo and Bing. In order to be found there is an art called Search engine Optimisation. In general, in order to optimise a web site to obtain higher rankings there are three strategies that can be employed, these are described below.

1. On Site / Page Features

Several years ago this was all that SEO was about. Ensuring the pages were laid out correctly and the “meta tags” were set up and that was all that was required.

The main aspect to on site and page optimization is Meta Tagging – these appear in the “header” HTML of a page. There are several tags used, commonly: *Title, Description and Keywords*

Where keywords are important however, they must be contained in the text on the page. Each page on your site should be giving a message about your company, product or service, and there will be several keywords relevant to that. These keywords should be used sensibly on the page.

2. External “Back” Links

In the Google SE world, one of its key ideas in determining a SE ranking is the popularity of a site. In addition this popularity is partly determined by the number of other sites that link to it because it provides interesting or authoritative content. Even better is if one high ranking site links to another, the opposite of that is creating a link to a web site from your personal profile on Facebook that is very low interest will have little value.

For these reasons one of the main aspects of an SEO service, today is to generate links into your site from others – so called back links.

So a link building strategy is important but it is hard work and can only be attempted over time. The best links are from other proper bone fide web sites and you need a strategy to encourage sites to link to yours – content is important.

3. Content

Perhaps the most important element is to generate fresh and interesting content – a challenge for many companies.

In order to attract visitors as well as having a good proposition / service you need to write engaging, fresh and interesting content. Good quality content will encourage users to read more of your site and also will allow you to use it to help create communicates perhaps using social media. It can also be used for other communications such as email.

As well as writing for your web pages other types of content to consider include: Blogs (informal and internal news) , white papers, Tweets, Video, Audio and Podcast, News (external).

www.jamesbarnesweb.com

www.barneseventures.com