

Search Engine Optimisation (SEO)

Many companies offer to get your site in the top 10 of search engine rankings, this cannot be guaranteed. Cramming and hiding text and other quick fix techniques are likely get your site ignored by search engines. It is better to develop your site ethically - that is likely to improve your rankings.

The most important criteria for SEO are listed here:

Domain Name

Acquire a domain name that is relevant to the topic of the site, it's a good idea to do this three months in advance of launching your site if possible and make a holding page - search engines are suspicious of new sites and this will help to get your site established.

Links

Links are probably the most important factors in SEO, link around your own site - links should be topical, useful to the user and not over-used. Over use of **outbound links** can be detrimental to your site's rankings. **Inbound links** can have a very positive impact on your site's rankings and can drive traffic to your site. It is worth pursuing links from your suppliers, distributors, clients and business partners.

Keywords

Keywords should help you to decide, your domain name, page names and titles, page descriptions, links within the site and how you write your content. You should aim to have as many keywords used on the page as possible - without cramming or over use. Create the first heading on your page so that it best describes the content and be sure to use it as the page title.

There are many, often free tools to help you to identify your keywords, Wordtracker and The Google AdWords Keyword Tool are two.

Design and Construction

Your site should be well constructed, keeping code on the page to a minimum, scripts should be referenced in an external file, and styles should be in a linked CSS (Cascading Style Sheet) file.

Ask your developer to ensure that the appropriate tags and meta data are in place for each page - page titles, page descriptions and keywords.

Please see our website for more detailed information about SEO:
www.pinkmayhem.co.uk

Whatever your requirement, we are happy to discuss it with you - an initial consultation is completely free and without obligation.

Other leaflets:

- Content Management Systems
- Common Website Errors to Avoid
- Google Analytics

Pink Mayhem for:

- ✓ Starter Websites
- ✓ Websites
- ✓ Graphic Design
- ✓ Eshots (Marketing Emails)
- ✓ Online Shops

Contact Pink Mayhem

t: 0845 301 1507
w: www.pinkmayhem.co.uk
e: info@pinkmayhem.co.uk
p: 102 Harborough Road,
Oadby, Leicester, LE2 4LD

