

## Search Engine Optimisation

### Overview

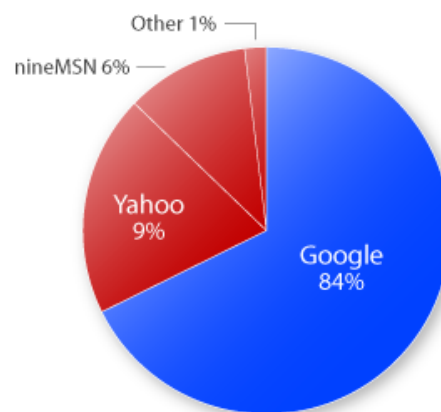
This article will cover what Search Engine Optimisation (SEO) is, what works and what you need to get your ranking higher on the search engines.

### Introduction

Its best to think of the World Wide Web as an expansive desert and your website is in the middle of it. You need to get people to your website, and they don't know how to get there. Most users will use a search engine by entering keywords to find businesses or websites that matches what they are looking for.

### Search Engines

You **want to be found** by the search engines and you want to be found on the first page if not the first 5 results. How do you achieve this? First you need to know how search engines work in order to form a strategy to increase your page ranking and placement. We will make our focus the Google search engine since it has over **80%** of the search engine market share for Australian users. We will now educate you on what Google as a search engine uses to rank your websites placement.



### Google

Pagerank is the method and term that Google uses to qualify a web page. For Google its **quality** over quantity. It is far better to have quality inbound **links**, **content** and **design**. It is best to have fewer quality inbound links to your website than have a massive amount of non quality links. To view estimated Pageranks you can download the Google Toolbar which gets installed to your web browser. It will allow you to view the Pagerank for the webpage you are viewing. A link to the download is provided at the end of this article.

## Quality Links (aka Inbound Link):

Quality links is what will help build your Pagerank. It helps Google identify that your website is credible and of quality material if it has links from other credible and quality websites.

### **Inbound Link Quality**

The higher the Pagerank that the webpage has that is linking to you, the more that link will increase your Pagerank.

### **Inbound Link Relevance**

The more relevant the content on the linking page is to yours, the more your Pagerank increases.

## Content Relevance

The content that you have on your website needs to be relevant to what the visitors is requesting from Google. Blogs, Articles, Forums, RSS feeds are troves of content and information that can help your website be more relevant to the keywords a user is inputting.

## Design

If you have quality links and relevant content you still need to have a well thought out design for your website. If Google cannot not properly understand the content in your website it is going to have a negative impact on your ranking. Aspects that need to be addressed when having your website design are, Search Engine friendly Urls.

### **Tableless Design**

Having a tableless design for your website. Baldy designed and self designed websites are usually structured using tables. The problem with this is that tables are supposed to contain data and not styling or web page structure.

### **Search Engine Friendly URLs.**

You may know it as an address or link. It also helps to use keywords in your URLs to help increase your relevancy with Google.

Example:

[http://www.fabsigns.com.au/index.php?option=com\\_content&view=article&id=3](http://www.fabsigns.com.au/index.php?option=com_content&view=article&id=3)

<http://www.fabsigns.com.au/products>

It is common to get a website these days built on a Content Management System (CMS) it is important that you choose a provider that understands and will include Search Engine Friendly URLs into the core structure of your website.

### **Sitemap**

It can be important to include a sitemap on your website that Google can read. This enables Google to find all of your content quicker and be notified of changes and additions to your content.

## Keywords

Keywords are the words that are typed into the search engine that a user inputs to help find what they are seeking. What you need to do for your business is identify the keywords that your prospects are using to find the products or services that you provide. Your business name would be a keyword, but first a prospect has to know of your business name. It is important that you are able to be found on Google based on searches for your products or services. Planning for keywords is outside the scope of this document and another article may be written to help.

## Title Keyword Density

Having a relevant page title is very important. To have a relevant page title you need to have your page title match up with keywords in your content. By having your page title match keywords in your content you increase the quality of your pages.

Page Title 1 the page title reads **Arlifax** ( – Windows Internet Explorer is generated by the browser).



*Page Title 1: Poor Title Keyword*

Page Title 2 the page title reads **Online Marketing** this will produce better results as long as the content has the relevant keywords of Online Marketing in them.



*Page Title 2: Better Title Keyword*

## Keyword Density

How much do you reiterate your keywords in your content? This can be a tricky one, because if you flood your page with the same keywords over and over Google will penalise your page. Try to keep your keyword density less than 12% of the content. Avoid repeating the same keywords right after each other.

## Meta Tags

Meta Tags used to be the primary way to indicate what your content or website was about. It is now not the norm to use for SEO since the big search engines search through the content and don't weight the Meta Tags. Meta Tags now have very little weight in your SEO in relation to Google. However it is important to use the Description Meta Tag for your page. In the Google search results, it may choose to display the text that you have put into your Description Meta Tag in the results listings. This may result in either someone clicking to visit your website or one of your competitors.

```
<META NAME="Description" CONTENT="informative description here">
```

## Resources:

<http://toolbar.google.com>

<http://www.google.com/addurl/>

For more information or to book a time to see a consultant for how we can increase your Google ranking call us on **1300 736 921** or visit our website <http://www.arlifax.com.au>.

This document is copyrighted and remains the property of Arlifax Pty Ltd.