



WEB DESIGN

DEVELOPMENT

ONGOING SUPPORT

HOSTING

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Six Tips to Improve Your Search Engine Ranking

1. Research your key phrases

Most people use key phrases not a single word when they use a search engine, so do some research to find out what phrase people type into the search engine when they are searching for your product or service. Remember that you are the expert and know the “lingo” of your trade -- but your target audience may have a very different vocabulary. Ask your clients how they search for you – you might be surprised at what they say.

2. Think about your Title Tag

The Title of every web page appears in the top title bar of your web browser, but more importantly, it influences the page’s position in search engine rankings and also appears as a clickable link to your site in search engine results. Because of that, it is critically important that you include your most important keywords/phrases within your web page’s HTML <title> tag. Avoid wasting this valuable space with words like your company name or a welcome message, and be sure to customize the title of each page, based on the page content.

3. Make your site search engine friendly

Since search engines cannot watch Flash movies, see your pictures or operate pull down menus, search engine friendly web sites have text links to all the content on the site, with descriptive text on your images and links. Unless your business is image intensive, like a photographer or artist, keep your site primarily text-based. Remember – clean and simple does not have to mean plain or boring.

4. Put extra thought into your Content

The content of your site is extremely important. If you are not a writer, think about employing the services of a talented copywriter to develop the content of your site. They can help you create great copy that is clear, engaging and informative, while also providing good keyword density.

5. Devise a Link Strategy

Having links to your site on related sites is very important. Consider writing articles, posting in related blogs or forums, or developing strategic partnerships that include links to your site. Do not be tempted to cheat with keyword stuffing, buying link packages or using invisible text. Tactics like this break the search engine rules, and are a quick way to get your site banned from the engines which will hurt you in the long run.

6. Don’t forget about Ongoing Maintenance and Support

Sites that are frequently updated will often be crawled by the search engines more often. Be sure to periodically update your site content, or consider adding a blog that you can update frequently with tips, tricks or special information. Also, be sure to analyze your site’s logs to get valuable statistics on your traffic, including how visitors are finding your site, which pages they are visiting, and which are your top exit pages – the last page your visitors look at before they leave your site. If that page is your Contact Us page, then that is probably good news ... but if it is your portfolio or description of services, then perhaps you might want to review those pages to try to figure out what you might change to make your content, product or services seem more appealing or drive your customers to make a purchase.

*providing exceptional support as we combine the technical
and the artistic to bring your site to life ...*