

Search engine optimisation

Search

Engine Optimisation and SEO Tips

****Search engine optimisation starts with choosing key words that are relevant to your website content.**

Conduct an

Internet search for Search Engine Optimisation (SEO) tips and you'll quickly find a great many sites that are eager to pass along SEO tips but violate some of the Universal SEO Truths that they endorse. Ironically, these sites rank well for the key phrase "search engine optimisation tips", but the SEO tips that you seek are:

1. Buried in dense blocks of text which make them difficult to find.

2. Featured on sites so unappealing to the eye that you don't care whether the content is good or not.

3. Bracketed by distracting ads that encourage you to Buy Their SEO Book!

Please bear in

mind that achieving success through search engine optimisation is highly dependent on a wide range of factors and any ethical Internet marketing consultant will tell you that up front. Some rules will apply to your website and some will not. But even when everything is done correctly, ranking well doesn't happen overnight as some sites lead you to believe. It takes time but if you're willing to be patient, search engine optimisation will help you and your business achieve its goals.

Additional

Search Engine Optimisation Tips

1. Know Your Target

Audience – Before any code or content is written for the site, think about your target audience and keep them in mind at every stage of site development. Consider age, gender, and especially, think about the things that will make your target audience want to visit your site often.

2. Build a Clean,

User-Friendly Site – Web users have very short attention spans and the decision to linger at your site or click the Back button is made in a few seconds. Build a site that's easy on the eyes and structure it so that information can be found quickly and easily. Use bullet lists, subheadings, bold important text but don't overdo it, and use clean, intuitive page layouts. Avoid building pages with frames, .PDF's, and Flash. By the time these pages have loaded, your viewer is probably long gone.

3. Well-Written Content – Make sure the content on your site is well-written, gets right to the point, and doesn't insult the intelligence of your readers with wild claims and hyperbole. Good content encourages readers to explore the other pages of your site and creates high-quality inbound links.

4. Let Keywords and

Key phrases Occur Naturally – Both search engines and readers alike will notice obvious keyword stuffing immediately and your credibility will suffer. Let the words and phrases that you want to optimise occur naturally in the content without overdoing it.

5. Use

Short, Relevant URLs – Give your page URLs good file names which include the keywords optimised for that page and definitely avoid query strings. Try to limit page titles to relevant words separated by hyphens. For example, instead of ".com/seo" try ".com/search-engine-optimisation-tips" or ".com/seo-tips"

6. Good Meta Descriptions – Keep meta descriptions between 200-250 characters and make them relevant to the page and informative. Good meta descriptions raise confidence that the page will contain the information that web users seek therefore making it more selectable.

7. Quality

Inbound and Outbound Links – The quality of your inbound and outbound links far outweigh quantity for SEO purposes. Link farming is frowned upon by search engines and readers alike. If someone clicks on an outbound link from your site, make sure that it takes them somewhere interesting and informative or they're not likely to click on another.

8. Limit Keywords and Key phrases – Feature two or three optimised keywords and phrases on each page and again, make them occur naturally in the content. If you want to rank well for other terms, simply build other pages optimised for those terms.

9. Update

the Content Regularly – Add new content to your site on a regular basis. It gives your site visitors something new to read and the search engines will be inclined to index your site more frequently.

10. Avoid Unethical SEO

Methods – Link farming, duplicated content, cloaking, spamdexing, and other attempts to fool search engine crawlers will get your site penalised and buried where no one can find it. Search engine algorithms are increasingly sophisticated and Black Hat SEO methods will destroy any possibility for ranking well.

These are just a few search engine optimisation tips for you to consider that will help your site rank well and there are many, many more. For a more thorough understanding of how these strategies and others work together to bring positive results, explore the other pages of this site and contact an experienced Internet marketing expert. The guidance and counsel of an ethical search engine marketing consultant is the best SEO tip of all.

Summary

SEO can be

both intimidating and exhilarating. Intimidating because it seems as if just about everyone has an opinion on what it takes to get a high ranking in Google, so it's hard to know what to believe. Exhilarating because, once you understand the method behind the madness of SEO, you see the art and science of it. Then it becomes fun and easy to come up with a strategic plan about where to place keyword phrases, how to write copy, and what size pond is best for your company to compete in. Optimize your website, and they will come!

Top Ten Dont's for Search Engine Optimisation

There is no shortage of don'ts when it comes to SEO copywriting. It seems this niche got off to a rough start many years ago when early comers somehow misconstrued the core principles of the trade. Allow me to elaborate on how not to write SEO copy.

1. Don't shove as many key phrases into the copy as humanly possible. It's not about the sheer volume of search terms you include.

Yes, Google and other engines should be able to follow what the page is about. Yes, engines are looking to match a searcher's query with search engine optimised content on your web pages, but which pages land at the top is decided through a series of calculations far more complex than any simple ratio. When you overload copy with key phrases you sacrifice quality and user experience.

2. Don't lose site of balance. If SEO copy writing isn't about the percentage of keywords within the copy, then what is it about? Balance. You have two audiences with SEO copywriting: the search engines and your site visitors. But surprisingly, the balance doesn't come with serving both masters well. The balance comes in how much you cater to the engines. You see, your site visitors always come first. However, if you write with too little focus on the engines, you won't see good rankings. If you put too much focus on the engines, you'll start to lose your target audience. Balance... always balance.

3. Don't let someone else choose the keywords. If keyword research isn't a service you offer, an SEO firm, keyword specialist or some other professional that your client hires will have to conduct the research. Don't just accept key phrases these folks toss your way. Ask to see the entire list with recommendations as to which terms would be best strategically. Then you, as the professional writer, can decide which will also work best within the copy.

4. Don't sacrifice flow for numbers. This is a follow-up to number three and is a major issue with bad SEO copy writing. SEOs or clients sometimes insist on using hacked-up search phrases that simply don't work in a normal sentence. An example? "Candies samples free." Many copywriters will just grin and bear it, sacrificing quality and flow for the sake of competitive values or other numbers. The result is often some obnoxious sentence like, "If you're looking for candies samples free, you've come to the right place!" Forcing a phrase into the copy at all costs never turns out well.

5. Don't use key phrases that don't apply to the page. If you operate a site about wedding receptions, don't try to force a search term about wedding dresses into the copy just because it pulls a lot of traffic. (A) Unless you sell, alter or design wedding dresses, it won't be applicable. (B) Even if you manage to get the page ranked well for the phrase [wedding dresses], once the visitor clicks to your site and realises you have nothing to do with wedding dresses, they will leave. It's a waste of time and effort and it creates a poor user experience.

6. Don't use misspellings and correct spellings on the same page. I fully understand that the misspellings of key phrases can be valuable search terms. However, to mix correct spellings and misspellings within the same page of copy looks like you've got a bunch of typos in the content. It's just not professional. Some writers will go for the old, "We rent limousines (sometimes spelled limosenes) for the most affordable prices in town." I don't care for that approach. It's just not natural. Would you ever see brochure or newspaper copy that reads that way? I think not.

7. Don't use key phrases the exact same way every time. This is how we end up with horrible SEO copy that sounds like a 4th grader wrote it. (See #4.) There are lots of ways to use keywords in copy, not just one. In order to sound natural, you have to get creative with your key phrase use. One way is to break up phrases using punctuation. Since search engines don't pay attention to basic punctuation marks, you can easily write something using the search term [real estate Hawaii] that reads like this: "Currently there is an impressive selection of available real estate. Hawaii listings can be..." See? "Real estate"

is at the end of the first sentence and "Hawaii" is at the beginning of the second sentence. The engines ignore the period so there's no problem.

8. Don't use all types of search phrases for every situation. There are many ways in which this "don't" applies. One quick example is that of an e-commerce site. It wouldn't be advisable to use specific, long-tail key phrases on the home page of your site. They are much too specific in most cases and are better suited for individual product pages. Broader terms are typically best for an e-commerce home page. If you don't understand the best applications for the various types of keywords, you're likely to have lackluster results.

9. Don't neglect ALT tags/image attributes. These tags are the ones associated with images on your pages and they carry a good deal of weight especially if the image is used as a link. The ALT text counts the same as anchor text in a text-based link. Depending on a few different factors, ALT text may be a good place for those misspellings mentioned in #6.

10. Don't forget the chain of protocol. There's a method to the SEO copy-writing madness. The idea is not to get as many different key phrases onto a page as possible. Just the opposite, in fact. Rather than having 12 different search terms used only one time each, you need to use two to four key phrases (depending on the length of your copy) per page. The title, META tags, ALT tags, other coding elements and on-page copy need to support each other as far as keyphrase use goes. Your goal is to let the engines know that you have original, relevant content about a narrow topic.

Unless you have an exceptional number of back links built up, just mentioning [dark chocolate], [chocolate strawberries], [chocolate chip cookies], [chocolate cake], [chocolate desserts], [organic chocolate] and [chocolate cheesecake] once each on a web page isn't likely to do a lot of good. Instead, pick two or three terms which are closely related and use them several times each along with mentioning them in your tags.

When you avoid making common mistakes, you'll find your SEO copywriting flows much better, is more natural-sounding and ranks higher, too.

Key Words Still Dominate in Search Engine Algorithms

After quite a few years of research, I am constantly reminded that it all comes down to keywords. Actually, it all comes down to obtaining top rankings for your profitable keywords in the search engines, mainly Google.

And that statement has to be refined even further, it's all about obtaining top keyword rankings and keeping them at the top. You must consistently keep your keywords in the top spots on that all important first page of SERPs since your keyword rankings can make or break your online marketing.

If you're targeting extremely competitive and profitable keywords you will have your work cut out for you; unless you have tons of money to buy your way (links) into the top spots, expect to spend months if not years,

getting to those top listings. Google has long warned of link buying and has taken steps to fight it, but this practice is still widespread throughout the internet. Don't do it! Build more legitimate links...