

# Websites

SEO Top Tips and Do Not's

## Search Engine Optimisation





# Web Solutions

## Site Analysis

Professional SEO takes a holistic approach. There is no Search Engine Optimisation silver bullet, no magic formula, however we at Origin Multimedia Design firmly believe in some core basics of good SEO.

One of these fundamentals is the analysis. Accordingly one of the first pieces of advice we offer our clients is that together we perform a head to toe site analysis. An essential prerequisite to a professional and successful SEO project. At Origin Multimedia Design we use a range of tools and techniques that carefully assess our clients sites. Examples of statistical analyses includes

1. Most common meta tags
2. Keyword density
3. Page load times
4. Title meta tag relevance

It's at this consultancy analysis stage that we will also work with you to establish objectives, create goals and define the business context of the project.

## Search Engine Rankings

The higher your search engine ranking, the more people will click on the link, visit your site and be exposed to your message. Simple really. Getting to the top of the search engine rankings is critical.

It is estimated that there are now in excess of 200 factors used by the major search engines to determine site ranking. Fortunately we know how to get results. Just take a look at some of the great results we've achieved for a whole range of satisfied clients.

In a dynamic and fast-paced business such as SEO where the engines work hard to keep ahead of those trying to manipulate genuine results to their own ends we have the knowledge and ability to get prominently listed. As we work with long-term objectives and within parameters set by the major search engines to avoid the risk of being eliminated from engine databases.

## Search Engine Submissions

Although your web pages will be found eventually, as leading search engines, Google, Yahoo! and Microsoft all use crawlers to find pages for their algorithmic search results, there are no guarantees as to when the spider will get to your site. Manual submissions are by far the most reliable and thorough method. Specific engines can be identified and categorisation carefully honed to represent specific information. Manual directory submissions and manual article submissions are now considered as a powerful and cost effective component of any Search Engine Optimisation not only to acquire valuable back-links for websites or high rankings in major search engines but also to help increase free targeted traffic.

## Website Optimisation

SEO - Search Engine Optimisation is essentially the process of structuring a web site so that it is found, read, and indexed by search engines in the most effective way possible. In many ways, the reason businesses and organisations optimise their websites is the same reason that the website has been developed in the first place - to be found and visited - to get above the 'noise'.

If you ignore proper SEO you are, in effect, ignoring your customers. A large majority of customers are likely to come through the search engines with 90% of those searchers clicking through a natural listing.



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There are four essential steps to effective SEO - Key word and phrase definition, search engine preparation, development of suitable content and structure and establishing link popularity. As experts in all four fields we work hard to ensure our clients' sites are optimised to maximum effect.

## Choosing an SEO service

As mentioned, effective Search Engine Optimisation takes a holistic approach. Taking just one component of the services on offer, for example analysis, whilst useful in its own right won't result in the same success as integrating and blending services in the form of an SEO campaign. At Origin Multimedia Design and in close consultation with our clients we design a suite of services to meet their exact requirements.

## Why choose Origin Multimedia Design for SEO

Successful Website Optimisation takes a high degree of specialised knowledge. In addition, Search Engine Optimisation takes time. As business owners rarely have the time to correctly implement Search Engine Optimisation it is usually wise to work with a professional agency like Origin Multimedia Design that can optimise your site to its maximum potential and manage and maintain the site's online visibility. We have a number of methods by which to assess the abilities of any good agency like us, which should help you choose.

- A proven track record
- Strong references
- A reputation in the industry and amongst clients and affiliates
- Effective self-promotion
- Quality partnerships and affiliations
- Flexible packages and training options

## Top Search Engine Optimisation Tips

Search Engine Optimisation is often considered a black art - but there are some straightforward SEO techniques that can make a difference.

### Tip 1. Newsletters and articles.

A powerful Website Optimisation technique that assists SEO is to offer articles and informative writing to e-zine publishers. Links often stay live in archives for years, maintaining your website optimisation for searches.

### Tip 2. Multiple Domains.

Search Engine Optimisation can be enhanced by having multiple domains if you have a range of topics that could justify their own website. Search Engine Optimisation can result in the listing of only one page per domain for any given search. A good website optimisation tip is that you can get more directory listings by having more domains which improves your overall website optimisation.

### Tip 3. Titles For Links.

A top Search Engine Optimisation tip is to title links using keywords and phrases as some search engines figure this into their relevancy for a page. This will help to maximise your website optimisation.

### Tip 4. Site map.

Large sites need a site map to maximise Website Optimisation, linked to and from every page on the site. A site map is an excellent Search Engine Optimisation tool. It enables search engine robots to locate every page in just two clicks. The navigation bar can also act as a site map proving a useful SEO technique on small sites.

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## Tip 5. Be bold.

Using tags around some keywords on each page can improve website Optimisation. Don't use them everywhere this might undermine your Search Engine Optimisation efforts.

## Top Don'ts For Search Engine Optimisation

Website Optimisation can have a significant impact on your search engine rankings. However, there are common pitfalls of poor search engine optimisation which can cause the very opposite to occur. Check out our top 5 tips on how NOT to approach website optimisation.

**Tip 1.** Don't just use the first keywords that spring to mind without checking their usefulness to Search Engine Optimisation first.

Although you may think that "Mike's bikes" is the phrase you would like to see most often in your website because that is the name of your shop, the chances of anyone actually typing "mike's bikes" into a search engine are low. However if your keywords include "bmx bikes Glasgow" there is much more chance a search engine will find your optimised webpage. There are several keyword tools online to aid website optimisation.

**Tip 2.** Don't try cramming hundreds of keywords into your website's written content.

Rather than achieving good search engine optimisation because you have many repetitions of the same word or phrase, this can very quickly result in the polar opposite of website optimisation. The major search engines will recognise it as spam and drop you to the bottom of their list or ban you altogether. Your website will also be virtually unreadable to your customers so your attempts at website Optimisation will have been a waste of time.

**Tip 3.** Don't hide repetitions of your keywords behind pictures, off-screen or by making the text the same colour as your background.

This will have the opposite effect of the website optimisation you are trying to achieve. Search engine spiders will read your website as spam rather than as optimised and possibly blacklist you from their results. This is not an accepted method of ethical search engine optimisation.

**Tip 4.** Don't use large amounts of Flash or Javascript in your site.

Search engines prefer to read text and will look for that first. Employing good website optimisation doesn't mean you can't have Flash or Javascript all, just that they are best limited to a small amount compared to text content to achieve maximum search engine optimisation.

**Tip 5.** Don't think that once you have given your site a search engine Optimisation overhaul, that's all you will ever have to do.

Website optimisation is an ongoing process. Although major search engine optimisation can be carried out over a short period of time, without regular updates and changes, your website will slip down the results pages again as search engines are drawn back to new content.

## Contact Us

Here are Origin Multimedia Design we are pleased to be able to provide SEO Campaign Analysis, please contact us on how we can help.

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