

Make your site easy to find through "Search Engine Optimisation" (SEO)

1. **Website page titles** - Every page should have a different page title - it acts as the most prominent piece of information available to searchers online and aid's navigation by showing the visitor which section of a site they are currently viewing. The maximum size for a page title is 64 characters in length, and should include keywords and key-phrases relevant to the page content.

2. **Metatags** - Are small blocks of programming code that provide search engines with keywords, key phrases and page description (part of search engine natural listings). These remain as crucial elements for engine listings but also for describing the content of a web page to readers.

3. **Images** - Strong imagery is visually important, but search engines can't fully interpret an image without including a text description of the graphic (Alt tag).
By leaving out a text description search engines are blind to the content of an image, they also provide another opportunity to include keywords/phrases to further boost SEO.

4. **Links** - Never underestimate the importance of good links (even though Google now favours regularly updated/relevant content) - website popularity is still partly determined by the number of incoming and outgoing 'quality' links. Links can also contain mouse over descriptions which feed the engines/site visitor with more link target information.

5. **Headings** - To stress the importance of information on a printed document you would make use of bold headings and sub-level headings - the same applies to web page content. Search engines place greater relevancy on heading information - regarding content placed at the top of a page as some of the most important elements when deciding which sites appear highly listed.

6. **Black hat SEO** - Attempting to improve site rankings through deceptive measures is a bad idea. Hidden text in the same colour as a web page background is detected by the engines, over-use of keywords, key-phrases and duplicate content also has a detrimental effect - these methods can result in a site being removed from the natural listings altogether.

Contact Junction42 for further information about
FREE ADVICE to help your business.

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