

HOW TO: SEO Made Easy



JUST BECAUSE YOU CAN, DOESN'T MEAN YOU SHOULD.

Search engine optimisation (SEO) is the process of improving the visibility of a web site or a web page in search engines via the “natural” or un-paid (“organic” or “algorithmic”) search results.

That’s Wikipedia’s definition, ours is a little simpler; “Make sure your website is seen before your competitors.” Although SEO helps to increase traffic to a site, it is far from advertising.

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Of course, you can be included in paid search results for given keywords but basically the idea behind the SEO techniques is to get top placement because your site is relevant to a particular search term, not because you pay. Sound complicated? It doesn't have to be. Sit back and let us take you through some of the basics.

Getting Started

SEO is essentially about making modifications to parts of your website, either in the code, content or design.

When viewed individually, these changes might seem insignificant, but when combined with other elements and measured via powerful sites such as Webmaster Tools and Analytics, they have a noticeable impact on your website performance (especially with organic search results). Even if you are very familiar with many of the topics in this guide, you may not be getting the most out of them.

Page Rankings

Page rankings reflect the importance of individual web pages by considering more than 500 million variables and 2 billion terms.

Pages that a search engine believes are more important will receive a higher ranking and are therefore more likely to appear nearer the top of their results.

All companies have a list of certain keywords they want to be associated with for any online marketing activity e.g. Ferrari - Sports cars, Italian car maker, F40 etc.

When a person uses a search engine they type in a word or more likely a phrase about their problem, or what topic they want information about. These are keywords or keyword phrases. These words or phrases are what you need to know so that you can design your website to target these and thereby capture some of this search engine traffic that's flying around. Take our site for example - remember:

'Think what your customers might search for, not what you want them to search for.'



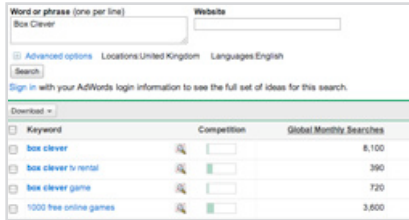
www.boxclevermarketing.com

email marketing | website design | website development | SEO | digital strategy | online agency warwickshire | online advertising agency west midlands | graphic design agency warwickshire.

In order to get a good base level of how your site is being found, you need to undertake analysis of your current URL. This identifies your most valuable keywords that should be used. There are however, other things to take into consideration.

Continued overleaf →

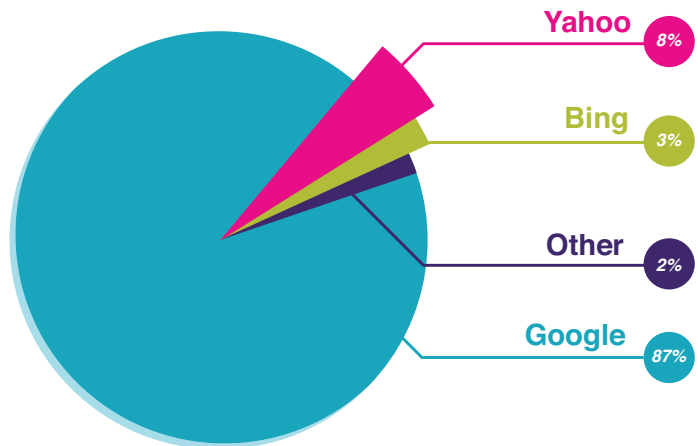
The all new (but not improved) Google Keyword Tool:



While the first keyword tool offered was met with plause from the SEO community, the same can not be said for their latest revision.

With inconsistent rankings, results and hits based on the content provided - many have questioned why Google decided to fix something that wasn't broken in the first place.

The 4 biggest players in the SEO world:



Webmasters should carefully determine which search engines they want to target. Of course Google is the best choice as it is the current leader in the search engine marketplace.

THE LONG TAIL EFFECT

The Long Tail Effect identifies the quality of your keywords. The top 3 keywords (best forming) could make up 80% of the total traffic to your site, whilst the final 20% should be other keywords that best describe your business. It's always crucial to choose the right keywords for your site.

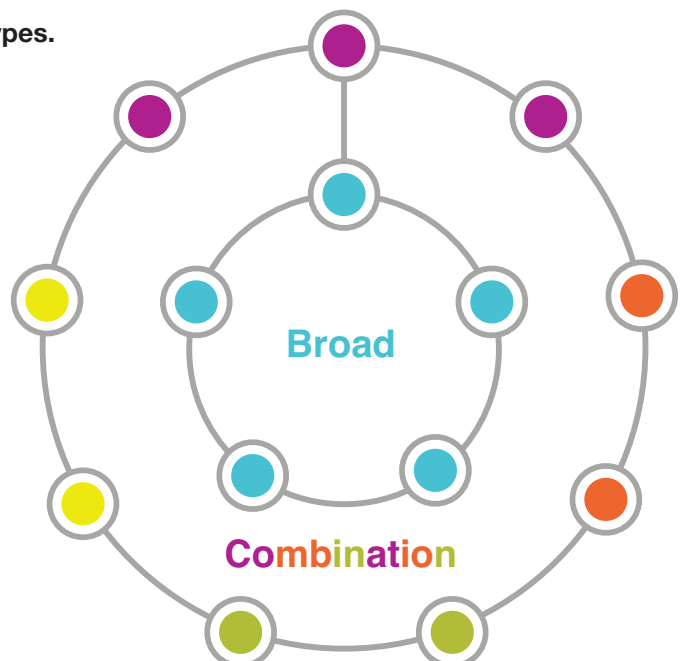
As a general rule of thumb, there are two types.

Broad Match

As close to the product/company as possible e.g. Box Clever Marketing Stratford

Combination

All other words that describe Box Clever Marketing, creative agency, web design, email marketing etc.



ANALYTICS

“Google Analytics generates detailed stats about the visitors to your site”

It is a powerful tool to track visitors from all referrers, including various search engines, display advertising, pay-per-click networks, content marketing, email marketing and digital collateral such as links within PDF documents.

Box Clever’s approach is to analyse the high-level data for the casual user, and a more in-depth drive into the report set.

Using Analytics poor performing pages can be identified using techniques such as funnel visualisation, where visitors have come from (referrers), how long they stayed and their geographical position.

CONTENT IS KING

Time is limited and Google has about 200 significant criteria it uses to display search results.

You need to quickly know which are the most important to you and your business. Writing content that includes frequently searched

keyword phrases, so it’s relevant to a wide variety of search queries will increase traffic. You need to ensure your site has the correct keyword density (percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page).

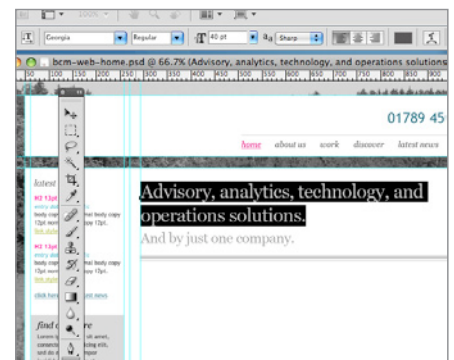
DESIGN IS QUEEN

As the saying goes a picture paints a thousand words, which is why your site needs to look its best for when web crawlers come along and have a sneaky peak at your page content.

Web crawlers are mainly used to create a copy of all the pages it visits, the better designed a site is the higher it will appear in search results. Good design also means

your site is more useable by your visitors and will increase enquiries and sales conversion, the reason to get them there in the first place.

As usual this is a bone of contention between design and technical teams. After all, a great optimised site is no good if it is not user friendly and a good design is useless if it can’t be found. Oh we enjoy these debates...



Form vs function

GETTING INDEXED

Links on relevant sites are a powerful way to increase your ranking. However cross-linking between pages of the same website will provide more links to the most important pages which in turn will improve your visibility. Oh, and remember to register your site with Google via Webmaster tools and analytics along with an xml sitemap.

IMPORTANT HOUSE KEEPING

Other SEO companies will try and confuse and sell you services that you don't need. We at Box Clever believe in keeping it simple, which is why some of the services we provide include:

- Strategic analysis of your digital space and the right keywords
- Making your site easier to navigate
- Creating unique, accurate page titles
- Awareness of H tags and importance on the page to Google
- Improving the structure of your URLs
- Keyword rich copywriting
- In bound link building through blog seeding etc.



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Contact us...

If you have any questions about SEO Made Easy and what Box Clever can do for your business. Please give us a call using this QR code,

