



Fact Sheet

Search Engine Optimisation Part 2

July 2007

In Part 1 of this Fact Sheet, our E-Business Advisers discussed why a good Search Engine ranking is important for your business, and how Search Engines work.

Here in Part 2, they discuss practical techniques you can use to improve your Search Engine rankings, and how you can view the coding your site is written in.

In Part 3, they continue the discussion with “meta tags” and “keywords”, and why these are vital to get your site found, as well as giving you the final elements that you need to make your site appear on those all-important Search Engine listings.

1. So what can I do to improve my rankings?

Although the Search Engines keep their weighting methodology secret, and change them over time as web technology develops, there are several things that you can do that will almost certainly improve your listing.

As some of these changes involve aspects of your web site that are meant to be viewed by the Search Engine “spiders”, not humans, we need to see a web site how the spider would see it, i.e. in HTML (Hyper Text Markup Language - the code that web pages are constructed in).

It's actually very easy to do!

If you use the Microsoft Internet Explorer browser, then by choosing “**View**” from the topmost menu, then “**Source**” from the menu that drops down, a text box will pop up, and you will be able to see what the HTML code looks like.

We have used the www.ebusinessclub.biz web site for some of the below examples, but if you look at your own web site, you will be able to see how to adapt the examples.

If you look at competitors - you'll also be able to see what they are doing too (unfortunately, this is also true for them and your site!).

Either you, if you have access and a reasonable knowledge, or your web site designer, will be able to implement these suggestions.

Some Practical steps.....

2. Have the right web address....

You could have a domain name (the www.xzy.co.uk address that you tell people about) that reflects:

- what you do,
- not who you are - (unless your name is very well established)!

Your domain name can contribute to your search-engine ranking, so you may well be able to improve your search rankings by including your relevant keywords in it.

For example, a client firm of the authors' is called Vine Lodge Products.....any idea what they do?

Their web site is www.stickylabels.com, which makes their line of work pretty clear!

It also has the advantages of using both their key phrase (sticky labels) in the domain name,

