

Improving SEO



SEO is an important marketing tool which can save you money and increase your online presence. The following paper describes 9 easy methods of achieving better SEO. Use it together with Seolize to enhance your web presence.

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Why do we need SEO?

One of the most important things that businesses need is an online presence; this online presence is nothing if users from around the globe do not get to find and visit your website. Getting listed in the search engine results is free and costs nothing, and with some helpful tips you can even get the top rankings. For this to happen it is imperative that you have the content that a user is searching for but it also requires some techniques so that you are listed ahead of your competitors. This is where SEO comes into action. Below are some simple tips that will help your website rank better.

1. The <title> tag

The title tag is one of the most important tags in a webpage. It is the tag that appears in the title bar of the browser window and it is also the title of the search result which the user will click on. Title tags are also used by the search engines to best describe your pages. Thus it is important that each page has a unique title tag and also the most important keywords for that page must be located inside the title tag.

These keywords should be eye catching in case the result appears on the search results page but it must also contain the top keywords to help you achieve better rankings.

2. Create a separate page for each keyword

Keywords which are important and which would normally be searched for need to have their prominent place in the particular page. These keywords need to be included in tags such as the <title>, <meta>, and <h1>tags.

Important keywords should also be enclosed in <i> and tags. This ensures that you tell the search engine the words which are the most important for you. Do not forget that images can also have keywords by using the alt and title attributes.

3. Make each page unique

Search engines like Google are on the lookout for unique content. Unique content will increase the rankings of the website. The content should not be just unique from another other site on the web but also from the internal pages. Do not copy content since this can get your site ignored. Uniqueness also makes your website more valuable in terms of content and users will immediately understand that they are looking at something authentic.

4. Create a Blog

Adding a blog where you would add blog entries and users can comment about the services and or products that you offer will help you increase rankings. The blog increases the customer feedback and also increases the unique content that would lead to your website. It is imperative that your blog is linked directly to your website.

5. Analyze your visitors

Using an analytics package helps you to identify your visitors and what they do when they visit your website. You would also know some features like what OS they use and from which country they are from. For example if you get a lot of customers from Germany then it might be useful to translate part of your website for them, thus increasing the SEO for the Germans.

Things to note:

- Country of Origin – Determine language and needs of the culture.
- Browser and OS capabilities – Check to see that your page renders correctly. If it's a mobile device check that resolution is adequate, and browser capabilities for example no flash on iOS devices.
- Entry Point – which page is the starting page. Make this page more relevant
- Referrers – from where your visitors are coming from.
- Search Terms (from referrers) used to seek webpage
- Hot linking of any resources

Two free tools I recommend:

- Apache Logs Viewer is available for free from <http://www.apacheviewer.com>
- Google Analytics <http://www.google.com/analytics>

6. Use Meta tags

Meta tags are used by some search engine. They have two purposes the first is to classify the webpage using the keywords meta tag, and the description meta tag is used to display the webpage in the search results. Thus it is important that this tag is eye catching as to attract the visitor's attention.

Google does not use such tags to display them in search results but uses them to differentiate a page from the other (apart from the title tag). Meta tags for search engine like Google are not important as they used to be, but they should be present, since although Google is the no1 search engine out there it is not the only one.

PS please make sure to limit the meta tags to 160 character max.

7. Limit repetitive wording from website layout

It is important to have unique content in each and every page, thus this means that repetitive content such as company copyright, trademarks, and mottos are avoided. This ensures that the actual content is not diluted in any way.

8. Link to the different pages

Links are what help a webpage achieve better rankings. It is important that your pages are properly linked and that your links do not only point to pages within the website but also to external pages.

The most important part of linking is to get links to your website. Search for relevant blogs and get your website features; and ask friends to write about you in their blogs.

Also add your presence to social media sites such as Facebook and Twitter.

9. Reduce code

The smaller the page is in terms of code the faster it will load. A smaller page leads to better parsing of the content by the spider and it also makes the page load faster to the end user. Always put CSS and JavaScript in separate files to ensure that the page is as small as possible.

About Seolize – www.seolize.net

Seolize is a simple yet very powerful tool to help the Website administrator, Website Analyst or Website SEO Expert to enhance the website and get better rankings for the search engines. It can analyze the website pages and find out which parts of the website need to be tweaked in order to achieve better search results.