

Web Optimisation Services

HTML clipboard

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Web Optimisation - What is it? The aim of optimisation is that your website appears on page ONE of the natural listings of a Google© or other search-engine search. We can normally ensure this happens within a month of your website going live. First of all, we will submit your URL to the main search engines to ensure your website can be found. We will then optimise your page internally and externally, analysing and selecting the right keywords, key phrases, meta-data and alternative texts to enable search engines to rank your website among the best. We will optimise all your page names to ensure that they are related to the content within the page. We will ensure that the content of your main landing page is targetted to the audience you are trying to reach. We use Search Engine Optimisation tools to make sure that the search terms used by your target audience direct them to your site in preference to others. We will prepare a Google Adwords Campaign that will be sure to put your site on the top of the page amongst the sponsored links for as long as you want. We will create good internal links that the search-engine spiders will find. We will also perform inbound link analysis ensuring good quality reciprocal links to your website

Google Adwords

It is not generally understood how important a Google Adwords campaign is in attracting visitors to your site. It is the single most crucial advertising and marketing step your company will make. The fact that 75% of your clientele will reach you via the google search engine is ample evidence that your marketing needs to be heavily focussed upon optimising your place in the google rankings.

Global Searches as of August 2008 (does not include China)

Google Sites: 32.1 billion

Yahoo Sites: 8.5 billion

Microsoft Sites: 2.2 billion

We will advise how to use Adwords© or Overture© to increase the visibility of your website among Google's sponsored links. We can set up a campaign for your site showing you how to get to the top of the natural listings with minimal outlay.

We also provide the following to ensure your site appears on the top page of the 'natural' listings:

- Modifying your pages to be search engine friendly

using SEF tools.

- Advice on alternative search phrases and how to find them
- Optimisation of your title and meta tags
- Optimisation of alternative texts and screen tips
- Optimisation of your images for fast download
- Optimisation of each page including descriptive texts
- Advice on good website structure
- Advice on search engine and directory submissions
- Creation of good quality reciprocal links
- Publicising your website in non-conventional ways
- Creation of online press releases to stimulate external interest in your site
- Compatibility test the website with the all the main browsers

As a working example click on

[this link](#) to see how search engine optimisation works for one of our clients.