

Is Your Site Optimised? Search Engine Check

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Basic Principles For Success

- Check Session – How To Advice Seminar Later!
- What is Search Engine Optimisation (SEO)?
- Where are you now?
- Keyword Choices & Location
- Onsite & Offsite Elements – 20/80 rule

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Keywords / Phrases

What are the phrases you wish to target?

Google's Keyword Checker

– <https://adwords.google.com/select/KeywordToolExternal>

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Onsite Check - The Basics

Spider simulator

<http://tools.summitmedia.co.uk/spider>

- Domain name
- Title Tag – 90 characters
- Description – 160 to 200 characters
- H Tags
- Alt Tags
- HTML size
- Body Text – 200 words min

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Are you indexed?

How do your site entries appear?

- site:www.yourwebsite.co.uk
- No. of site pages?

Add search term to end of the command

- No. of site pages?

Remember competitor comparison

- Revealed - cached Link

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How Popular Is Your Site?

Inbound links are votes for your site – some sites succeed just on inbound links

- link:www.yourwebsite.co.uk

Check relevancy – search term used in link text

Page rank an important measure

- www.popuri.us

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Keep it up!

- Measure, Change, Measure – keep an eye on stats
- Use software to help
 - www.webceo.com – free version
- W3C compliance check
 - www.w3.org/qa/tools
- Read more
 - <http://www.ebusinessblog.co.uk>
 - <http://www.keymultimedia.co.uk>
- Search Engine Optimisation in 2009 - 7.15pm - 2nd Floor
- More In-depth Assessment

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