

## On-Site Search Engine Optimisation Tip Sheet - Key Multimedia Ltd

Search Engine Optimisation is the process of optimising the pages within your website in order to achieve better rankings in the Search Engine Results Pages (SERPs).

By optimising your pages you are trying to build relevancy into them that the search engines will recognise, and hopefully act upon them thus improving your position on the SERPs.

Search Engine Optimisation can be broken down into two distinct areas:

- **On the Page Optimisation** - provides about 20%-30% of the total ranking score
- **Off Page Optimisation or otherwise known as link popularity** - provides about 70%-80% of the total ranking score

The table below illustrates some of the main search engine ranking factors.

On Page Factors (20%-30%)	Off Page Factors (70%-80%)
1. Title Maximum 90 Characters	1. Age of the Domain
2. Body Text Word Count, Minimum 200 Words	2. Number of Inbound Links
3. Headings H1/H2/H3	3. Links From Delicious, Technorati, Stumbleupon, squidoo
4. Link Text (Anchor Text)	4. Inbound Link Text (Anchor Text) Keyword Focus
5. Domain Names, File and Folder Names	5. Age of the Domains Linking In
6. Related Words in the Text, Latent Semantic Indexing Score	6. Age of the Inbound Links
7. Keyword Repetition, Proximity, Prominence About 3%-6%	7. Keyword Theme of Domain/Link Page
8. Alt tag attributes in Images and Links	8. Google Page Rank of Inbound Link Pages
9. Page Size and Code to Text Ratio	9. Directory Listings (DMOZ.org, Yahoo, Second Tier Established Directory Listings.
10. Search Engine Friendly Navigation No Session IDs	10. Niche Directory Listings
11. Number of Pages Indexed on the Website	11. Inbound Links From Authority or Subject Matter Expert Sites.
12. Website Freshness/Frequency of Updates	12. Domain Registration Length, the Longer the Better
13. Number of Outgoing Links and Relatedness	
14. Domain Class (.edu/.org/.com..etc)	
15. Site Map	

David Lakins, Key Multimedia Ltd

For more information about unlocking the potential of your website call 01305 755609 or visit <http://www.keymultimedia.co.uk>



## Choosing Your Target Keywords

- Focus on relevancy. Remember the job of a search engine is to supply relevant results to a search term being search.
- Check the opportunity for that keyword.

**Tip: identify a small set of Keywords to focus your optimisation on and aim to build relevancy into your website**

## On-Page Search Engine Optimisation

There are a number of simple techniques that include:

1. Including a keyword rich Title on the page,
2. Use appropriate META Tags,
3. Use Image Alt Tags,
4. Use Header Tags for your main and secondary keywords,
5. Include your keywords in the content of your page,
6. Build appropriate keyword density and placement into your content.

## The Title Tag

```
<title>Your Title Goes Here</title>
```

Your title tag **needs** to contain the **primary keywords** you are targeting and should not be diluted with keywords that hold no particular value i.e. and, not, or etc.

### Top Tips for Title Tags:

- Place your main keywords in position 1
- Do not use keywords more than twice
- Condense your main keywords

## Using META Tags

For Search Engine Optimisation the focus tends to be on the two META Tags below:

```
<META NAME="keywords" CONTENT="Your Primary & Secondary Keywords">  
<META NAME="description" CONTENT="Your Page Description">
```

Place your main keyword at the start of the relevant tags, do not use the same keyword more than 3 times and cut down on unnecessary words which add no value.

### Keywords Meta Tag

```
<META NAME="keywords" CONTENT="Your Primary & Secondary Keywords">
```

### Top Tips for Keyword META Tags:

- The Keywords META Tag needs to contain your primary and secondary keywords with your main keyword being in position 1.
- Keep your keywords related to your page by using what you have already researched as valuable in the keyword analysis.
- Do not use your keywords more than 3 times
- Reduce the number of non-valuable keywords which dilute the relevance of your main keywords

### Description META Tag

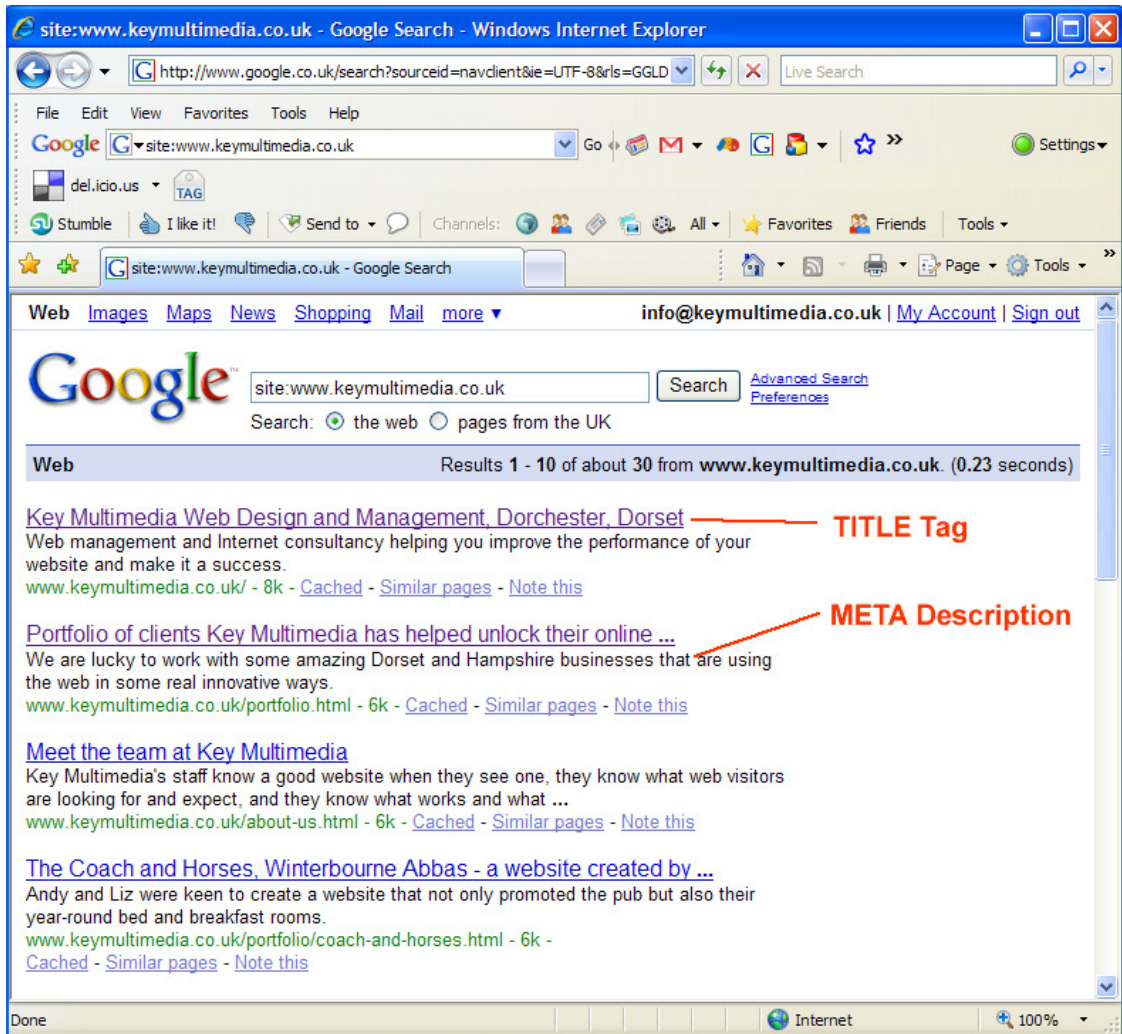
```
<META NAME="description" CONTENT="Your Page Description">
```

The Description META Tag is used to provide the description of your website. If you have little content on your page then this is the line that the search engines will use about your website when it appears in their search results.

### Top Tips for Description META Tags:

- Use your main keywords in position 1
- Use your secondary keywords
- Do not use your keywords more than 3 times
- Remove any non-valuable keywords

**Tip: use `site:www.yourwebsite.co.uk` to check how many of your pages are indexed and how your site is viewed.**



## Using ALT Tags / Title Tags

A simple On-Page method of optimisation is to ensure that all of your images have an ALT tag associated with them. You can check they have been correctly applied by hovering over the image and seeing the text appear.

### Top Tips for ALT Tags:

- Use your main keywords as the ALT text
- If you have more than one image, use your secondary keywords and variations of your primary keywords
- If you are concerned about adding too many references to a particular keyword add the word "logo" or "image" to the phrase being used

Here is how you can add an Alt Tag to your image.

```

```

## Using Header Tags

Header tags are used in the general mark-up of a page in order to highlight sections and structure of a page.

There are 6 types of Header Tags H1 - H6 which are different in size and weight.



Use H1 tags for your primary keywords and H2 for your secondary keywords.

For the best results you should keep your H1 Tag clear of non-valuable words and place it as close to the top of your page as possible. The H2 Tags are used for subheadings inside your page and should contain your secondary keywords.



## Your Page Content

The content of any webpage is contained inside these two tags:



As part of your Search Engine Optimisation strategy there are certain things that you want to achieve in your page content.

### 1. Page Content

Ensure you have significant content on the page for the search engine to index. You should aim to write 200 – 500 words per page.

### 2. Keyword Density

Keyword density is the percentage value that each keyword or keyword phrase appears on a web page i.e. the number of times a keyword exists as a percentage of the overall number of words on the page. You should aim to achieve a keyword density of 3-6% for any one keyword.

### 3. Keyword Placement

To convince the search engines of the relevancy of a particular page to a particular keyword phrase you should include your target keywords towards the very top and very bottom of your page.

### 4. Stressing Your Target Keywords to the Search Engines

As well as using Header Tags to stress your target keywords you can also **bold** and *italicize* your target keywords once in your main body of content to highlight their relevancy.

Using hyperlinks on descriptive pieces of text is also useful to build relevancy into a page. Rather than using [ [Read more](#) ] try and describe the link you are promoting on the text itself e.g.

[ [Top tips for Search Engine Optimisation](#) ]. This technique is called Anchor Text and is an extremely useful way of stressing the importance of a keyphrase to a search engine.

## 5. Use of Synonyms

When considering your page content think about the primary keyword you are looking to promote and identify several synonyms that you can use as an alternative (or in the page copy) to boost the relevancy e.g. the keyword “studying” would have synonyms like learning, learn, schooling, university degree, education, educate, higher education etc.

**Tip: Every Page of your website has the opportunity to be found by a specific key word / phrase and achieve a high search engine ranking**

David Lakins, Key Multimedia Ltd  
For more information about unlocking the potential of your website call 01305 755609 or visit <http://www.keymultimedia.co.uk>

