



Search Engine Optimization

Getting the basics right

Getting your company website to appear on the first page of Google or any other search engine listing can be a challenge. Achieving good placement in the results can make a big difference in the number of visitors to your site, and this has a direct impact on the level of enquiries or value of sales made through the site.

Many websites fail to perform to their best advantage by simply not getting a few basic things right.

Good 'Search Engine Optimization' (SEO) always starts with good site structure, so this needs to be thought about and built in to the site design right at the start, before a single page is produced.

You need to discover the search terms that your prospective customers might use and develop content which is written to reflect these. Test all the likely ones, and if your competitors show up then these are search terms that you should consider including in your copy.

With your content written, make sure that the essential page titles and descriptions reflect the content of the page, avoiding duplication and repetition of the wording from other pages. It's important that this information also conforms to the latest guidelines from Google.

Getting these technical aspects right is vital to ensure that your site content is presented well in the search engine results pages. This helps the searcher make the decision to click on your link instead of ignoring it.

Sites which change frequently will require more ongoing SEO work to make sure that no errors creep in and maintain a healthy site.

How we can help

At Custom Internet, we have the experience and tools available to find and correct the more technical errors – descriptions too long, duplicate titles and so on. We will also assist with every aspect of your site design and ongoing maintenance, to ensure that your site performs as well as it can for your business.

Do call for an initial consultation.

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