

Succeed with Search Engine Optimisation



stand out from the crowd
with trusted marketing support & advice

Key steps:

- 1 Keyword Research: You need to know the most accurate words to target and encourage the right visitors to your site. The right selection means attracting more prospects.
- 2 On page optimisation: Ensuring content and code is accurate, identifying and mending broken links, correct use of tags etc.
- 3 Inbound links: The importance of inbound links (or off page works) cannot be overstated if you want to appear at the top of the organic listings. But not all links are created equal – quality reigns.

Are the right people seeing your website when they enter a search term?

One of the most important considerations in today's e-economy are Search Engines. They are increasingly the first port of call for anyone with a PC or handheld device who is searching for an answer and that includes products and/or services. **Make sure your customers and prospects are getting the right answer - YOU!**

Does your website appear when someone enters a relevant search term? There are two ways websites are presented in Search Engines. One is pay per click (PPC) and the other is an organic listing. The following explains how to improve your placement in the organic listings, which can be a more cost effective option than PPC especially in the long term or if the keywords that count for your business are expensive to acquire through pay per click campaigns. That said, pay per click is an excellent source of valuable data that can be used for better SEO and is also ideal for short-term campaigns promoting a specific event or product release, and guarantees a page 1 placing (at a price).



Keyword research is essential

You need to know the most relevant and accurate words to target to encourage the RIGHT visitors to your site.

Exactly how a search engine works is a trade secret (honestly, we don't know the answer, no-one does), but they do all follow some general rules. At BlueDaisy we understand the principles that can encourage search engines to list your website above that of your competitors and can help your website become more attractive to the crawler based search engines.

The key steps:

- **Step 1: Keyword Research:** An effective SEO strategy cannot support hundreds and hundreds of keywords so this is an essential first step to identify relevant keywords applicable to your business. As a general rule your focus on upto five phrases for the whole site and upto three phrases for each page.
- **Step 2: Competitor Analysis:** Take a look at competitor sites to understand who they are linking to, what sites are linking to them, the keywords they are appearing for. This gives you a good indication of the level of investment required to top your competitors in the search engines.
- **Step 3: On page optimisation:** This refers to getting the content and keywords right to make your website as easy as possible for the search engines to find. This includes correctly targeted keywords, using the correct title tags and other key elements relating to the meta data.
- **Step 4: Link Building Strategy:** This is the process of gaining links from other websites and online content, the Search Engines look for a good number of good quality, relevant links to your content. A link back to your site can come from ANYWHERE: LinkedIn, Twitter, Partner websites, Customer websites, Articles, Directories, 'Press Release' websites, RSS Aggregators anything that links to your site counts (though please be aware of "negative" links as these are counterproductive).

An organic listing is the favorable ranking given by a search engine. In general, organic listings are not paid for; they appear if a search engine decides that a page matches the query entered.

Next steps:

We hope you have found this marketing micro fact sheet useful! However, if you are still a little unsure, or if you'd just like some help, don't hesitate to contact us. Email info@bluedaisymarketing.co.uk.