



Search Engine Optimisation (SEO)

Search Engine Optimisation is constantly evolving and becoming more important with the sheer number of websites now online. Google is the main engine that we need to be aware of but others are still widely used such as Yahoo, Bing and Ask. Our services include submission to all the major search engines.

SEO is not a dark art. Its common sense. We will make your site credible, honest and relevant which is exactly what search engines are looking for. They will reward your website's integrity with a high ranking.

Our search engine optimisation services are broken down into the following sections

Website structure

SEO friendly coding (HTML5 & CSS3) - When search engine bots read the sites pages they can do so quickly and easily and make sense of what the website is about and thus return this information back to Google.

Mobile friendly - Google recently changed its algorithm to prioritise mobile friendly website over those that are not. All our websites are fully responsive and resize to which ever device is being used.

Loading speed - Having simple code, correct styling and simple structure all improve loading times of pages and is a factor taken into account by search engines.

Page titles and descriptions - Well written, descriptive page titles and descriptions are vital in telling search engines what your site is about.

Content

Keywords - Using the right keywords to attract the people you want. We research the keywords most used to attract your prospective customers and then apply them to your site. Finding the right balance with keywords is important. Search engines can mark you down if you overload your site. We look at keywords position, reposition and related keywords.



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Using relevant h tags - A clear and consistent hierarchy of content is required for each page. Having header and sub header titles in the correct places and using styling in the most effective way to convey your content. This is also a vital part of meeting accessibility WCAG requirements.

Internal links - A mixture of different internal link types are used to guide users around the site. Menus, fixed links, image links, written out URLs, text URLs are all used to make your site genuine and accessibility compliant.

Tags - All images and links are given alternative tags which give a description of what they are so page readers can relay the information to people with disability.

Images - All images are optimised for the web so they are high resolution but not too big to slow your site down.

Fresh unique, content - It's important to keep your site up to date with new content. Search engines rank sites with fresher content higher than sites that lay stagnant. Creating original content is also important. Google can tell if content has been copy and pasted from another site.

Drivers

Back links to YOUR site - By far the most effective way to optimise your website is to have external links to your site from other recognised and relevant sites. This not only gives your site extra traffic thus increasing its optimisation but also gives your site more credibility, in turn raising the sites ranking.

External links to OTHER sites - links to similar and relevant sites also gives your site greater credibility and increases ranking.

Social media - the social media phenomenon is an ever increasing factor for search engines. The more presence your site has on Facebook and Twitter, gives your site extra stature and Google is taking this into account more and more when it comes to ranking your site.



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Google Business and Google Plus - Having your business registered on Google Business and having a Google Plus page with at least 5 reviews gives your site more credibility and plus page and also extra backlinks.

Ultimately we cannot guarantee to get your site to the top of Google. No one can. We can however guarantee that we will do everything in our power to get your site ranking as highly as possible using genuine and honest techniques to give potential customers the best chance of finding you.