

Creare – Simple Guide To SEO

This guide does not give specifics on technical process, but it does cover everything you need to consider when starting a SEO campaign. It covers various techniques that generate traffic quickly and honestly.

Contents

- What do you want to achieve?
 - Ecommerce
 - Lead site
 - Email enquiries
 - Phone enquiries
- What Approach will suit your needs?
 - Regional SEO
 - National
 - PPC
- Knowing your target market?
 - Choosing keywords
 - Design of your website
- Time Scales.
 - Regional
 - National
- Content is King!!
 - Let the user find what they are looking for
 - Update regularly
- Marketing your website / Generate interest.
 - News feeds
 - Social Book marks
 - Forums
- SEO Techniques
 - Internal
 - External
- Enhancing your results
 - News updates
 - New products
- Resources

1.0 What Do You Want To Achieve From Your Website?

Before any optimisation starts you need to decide on what you want your website to achieve. It would be impossible to start any SEO campaign without a clear precise business plan. These achievements can be spilt into various functionalities. Such as:

1.1 Ecommerce Web Site

Ecommerce functionality allows users to buy products online, it becomes an excellent marketing tool to generate revenue. Not only does it allow users to buy products online, it also means that you can automatically (with most SEO friendly ecommerce software packages) optimize for individual products.

1.2 Lead Websites

If you are just interested in generating leads that are related to a specific industry you have to consider 3 main aspects of website marketing. Firstly that the site is designed to easily draw people and to release their personal details, so that you can capture a user's details in a database. The second part is that the key phrase choice, it is vital that they are attracting the correct target market. The third part is that you have simple, well designed forms which are appealing to the user and do not come across as daunting to complete.

1.3 Phone Enquiries

We have found in most cases of service industries that most customers / potential clients like to use local companies, this allows them to build a relationship with the company and offers them more security. Phone numbers that are specific to different areas are helpful to generate traffic across the counties and surrounding areas of that business.

2.0 What Approach will suit your needs?

There are various different approaches to search engine optimization and it is vital that you choose the one that suits your company needs best. They break down into the following:

2.2 Organic SEO

Organic optimization is obviously more difficult to achieve page 1 results than a PPC campaign and requires more resource and time. This equates to more expense short term, but with all this comes greater reward. At Creare we practice what we preach 100%. With excellent organic results

for both 'Web Design' and 'Search Engine Optimisation', we see the benefits of organic listings every day. If you have the right site, have the product and have the budget then an organic campaign will work for your business.

2.1 PPC (Pay Per Click)

Most internet users will have come across sponsored listings or Pay Per Click advertising. This is an excellent method of gaining short-term results in popular search engines, but there is a downside... Cost!

Pay per click is relatively self-explanatory, you set a budget for each day / month / year and pay for each click of your specified advertisement, then if your budget gets used up, you lose your position and do not appear at all. This in comparison to Organic SEO can be very costly and unless you have a worthwhile ROI (return on investment) it is not the right route for you.

3.0 Knowing Your Target Market?

One of the most important factors of your SEO campaign is the target market, who do you want to find your site? Who do you want to sell your products to? What sort of client / businesses are you trying to appeal too? This can be split into 2 different areas:

3.1 Choosing Your Key Phrases

So you have decided on your SEO method and your budget, now the most important factor is your 'key phrases' what do you want your site to appear for in the search engines? It is essential that you use all your expertise to work out what key phrases are going to return the greatest ROI. This may not always be the most obvious choice so a good consultant is essential.

3.2 The Design of Your Website

The colour and design of your site reflects the type of company that you wished to be perceived as. Most importantly your site needs to be search engine friendly. This can be done through various methods of SEO friendly coding, removing unwanted code and externally outsourcing and scripts and style sheets.

4.0 SEO and Time Scales

This area is very important, an SEO consultants job is to properly manage customers expectations. This is vital as there is no point saying that they will be millionaires by the end of the month, it just leads to unhappy consultants, unhappy clients and all round disappointment. You can split time scales in different SEO Campaign Types.

4.1 PPC (Pay Per Click) Time Scales

As mentioned previously PPC allows you to start seeing results almost instantly, with your adverts appearing at the top of the specified search engines.

4.2 National SEO Time Scales

National phrases are extremely difficult to put time scales on, there is no perfect formulae that shows the actual competitiveness of a phrase. Some phrases can take 6 – 12 months hard work, so it is best to build the strength of your site slowly and effectively. Going for niche phrases is a good approach to starting national campaigns. Everything can be achieved with time and dedication and its vital that all the components of your website marketing are correctly implemented.

5.0 Content is King!

‘Content is King’ this is a famous phrase in the world of SEO and is a very important one. If you have a site that is informative, helpful, attractive and user friendly, you have a massive advantage over your competitors. People will return, promote and link to sites that provide good quality relevant content.

It is also important that your sites content reflects the chosen key phrases and products. The consistency between content formats is also important.

6.0 Marketing your website / Generate interest.

The effect of social web communities cannot be overlooked and with more forums, blogs and websites being produced each day, industry specific social communities are expanding. This gives the user chance to promote your site and all for free. Some ways of promoting your site are:

6.1 News Feeds

It is common to have some sort of CMS news feed on your site, it is important that these get indexed by the search engines on a regular basis and that the content is of high quality. News feeds can be indexed by search engines such as Google, as often as every hour.

6.2 Social Bookmark Sites

Self promotion at its best. By having a profile on a social book marking site you can generate interest into your own content and other peoples, it allows you to share what content you are interested in to people with the same or similar interests.

6.3 Industry Related Forums

Forums give an excellent opportunity for promoting your site to people involved in your specific industry. Forum users are then able to discuss experiences they had had with your firm and promote / link to your website when they have the chance too.

7.0 SEO Techniques

SEO techniques are usually simple in principle, but hard to implement effectively. A good SEO campaign is split in to two factors. Internal SEO and External SEO.

7.1 Internal Search Engine Optimisation

This is all about making the sites content reflect the key-phrases that you are optimizing for. This doesn't mean that you mention your specified key-phrase every third word, but it means that you are not optimizing for something that is not related to your site. Keep your internal SEO honest, as it is extremely important that it doesn't get penalized. Sites can be easily picked up by search engine spam teams if they do not comply with the algorithm.

7.2 External Search Engine Optimisation

Once your internal content reflects your key-phrases, you then have to use all the interest generated by your site to your advantage. Your overall goal is to get users / webmasters / manufacturers to promote your site from there own. Generating links that are consistent with your optimization is the most effective way of improving your listings.

8.0 Maintaining Your Results

If you have achieved your results and now want to ensure that your listings remains strong and strengthens your position at the top. This can be done with various methods such as:

8.1 Latest News

Adding new content your site is an excellent way of letting the search engines know that you're constantly trying to improve and expand the content on your site. News feeds can be indexed hourly and can generate interest specific to individual posts. We at Creare have had customer sites and our own sites generating traffic through articles that are specific to our industry.

8.2 New Products

Similar to the news feed updates, adding new products increases the chance of your site getting found. If people search for specific products that are present on your site (which has been built with SEO friendly ecommerce software) then they will appear. Also if your site is indexed by Google shopping and other price comparison sites then you're generating extra interest and hopefully generating more sales.

Resources

<http://www.re-route.co.uk/> - Do it yourself SEO Guide

<http://www.webcredible.co.uk/user-friendly-resources/search-engine-optimisation/> - Articles based on SEO

<http://www.telegraph.co.uk/finance/yourbusiness/businesstechnology/3191007/Small-firms-switch-on-to-search-engine-optimisation.html> - Telegraph Article