

# Helping clients find you



## Hints and tips to ensure your website shows up when customers search for you.

Your website is the shop window for your business. But like a shop, if you're tucked away in a dark alley with no lights on, no-one can find you.

Search Engine Optimisation (SEO) helps your site be found by search engines like Google when clients look for specific terms. Here you can see just how important search is and some hints and tips to make sure you're found.



## So why is search so important to your business?

**Because 86%** of people have used search engines to find local businesses from which to purchase. Meaning Search Engine Optimisation (SEO) could drive more and more business to your door.



## **Every page is a homepage**

Design every page as if it's the first page that your customer sees.

<http://webdesign.about.com/od/seo/a/aa092106.htm>

## **Choose your keywords carefully**

Come up with strong search phrases (e.g. private healthcare, health insurance) by researching those that people are searching for. Keyword search tools like Wordtracker and Google AdWords can help you.

[http://sbinfocanada.about.com/od/searchengineoptimization/ss/seosteps\\_3.htm](http://sbinfocanada.about.com/od/searchengineoptimization/ss/seosteps_3.htm)

## **Use a wide range of keywords**

Don't be repetitive with your keywords as this can be seen by search engines as spam.

<http://www.highervisibility.com/blog/what-is-the-proper-keyword-density-for-seo/>

## **Titles matter**

Give each page an appropriate title that includes the keyword or phrase.

<http://sbinfocanada.about.com/cs/ecommerce/qt/seobasics.htm>

## **Be contactable**

Always publish all your contact information including a phone number and physical location.

<http://www.entrepreneur.com/article/207300#ixzz2PVDqOM00>

## **Images and videos need words too**

Search engines can't determine the text content of an image or video.

- So save the filename of your website images using keywords
- Be descriptive in the captions around the image, alt text, and other surrounding text
- Optimise your video's description with relevant keywords and include a keyword-rich description.

<http://www.toprankblog.com/2010/06/6-tips-image-seo/>

<http://searchenginewatch.com/article/2234885/12-Valuable-Tips-for-Video-SEO-Beginners>

## **Be analytical**

Installing an analytics tool helps measure statistics on your website's performance. Google Analytics is a free favourite among website owners and will help you understand how many people are visiting your site, how long they stay and what they're looking at.

<http://www.smashingmagazine.com/2009/04/07/15-essential-checks-before-launching-your-website/>

