

# WEBSITE SEO

## How to Optimise Your Website for the Search Engines

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**I**n order to get the best results from search engine optimisation you may need to hire a search engine optimisation company. However, there are still a number of things you can do to improve your search engine ranking and increase the amount of traffic you are receiving.

### **WEBSITE SEO BEGINS WITH THOROUGH KEYWORD RESEARCH.**

The first step is to thoroughly research keywords related to your website. You want to find out how many people are searching for these keywords as well as the type of competition you will be facing.

It is easier to get higher places in the search engines if you have a term where there is little competition but it won't really help if no one is looking for these terms. You therefore need a balance in order to attract the most traffic possible.

Use keyword research tools such as Wordtracker or the Google Adwords' keyword research tool to get more possible keywords for your website, find out the search volume for these terms and the competition before deciding which keywords you are going to target.

### **HAVE YOU CHOSEN YOUR DOMAIN NAME YET?**

Once you have chosen the keywords you are going to target you should choose your domain name including one of these primary keywords.

If you have already chosen your domain name then try to include your primary keyword terms for each page in their

file name. The reason for doing this is that the URL is the first thing the search engines see and so by including your primary keywords in your URL you tell the search engines exactly what your web page is about.

### **CHOOSE YOUR PAGE TITLES BASED ON YOUR KEYWORDS.**

All page titles you use should include the primary keyword you are optimising that page for somewhere in it. After the URL your page title is the next thing visible to the search engines and helps to reinforce what your website is about. This applies to both your on-page title as well as the Meta title.

### **META TAGS - WHAT TO INCLUDE.**

Meta tags are tags that are included in the header section of your website and help search engines know more about the page, including whether it should be indexed or not.

If you want your page to be included in the search engines then you should include a tag saying what coding you are using, your keywords, a site description, and you may also include a number of other tags if you choose.

### **INCLUDE YOUR KEYWORDS IN BOLD SOMEWHERE NEAR THE TOP OF YOUR PAGE.**

Another important place to put your

primary keyword is in bold somewhere near the top of your page. This comes after the on-page title but should still be in the first few lines, either as a sub-title or perhaps a sub-heading on the first paragraph.

### **SCATTER KEYWORDS THROUGHOUT YOUR WEBSITE CONTENT.**

Keyword optimisation is essential for correct website SEO and you will want to include your primary keyword as well as various keyword variations and secondary keywords throughout your content. Different people have different ideas regarding the best keyword density but one thing we do know is that it is essential to include your keywords a number of times throughout your content.

### **LINK BUILDING FOR WEBSITE SEO.**

Another important aspect of website SEO is link building. The more pages linking to your web page, the better your results will be. These should not only be on site links (your pages linking to other pages you have on the website) but you should also use other

marketing methods to get more links such as using web directories, article marketing, social media marketing and as many other techniques as possible to get more links to your pages.

Website SEO can attract large amounts of targeted traffic to your website because most people will use search engines to find what they are looking for online. If you can afford it then you will probably get better results using a company that is specialised in search engine optimisation but even if you can't, practice these simple steps and see the impact it has on your traffic.

Ivana Katz makes it easy for you to get your business on the internet. If you're looking for a professional and affordable website designer, visit [www.web4business.com.au](http://www.web4business.com.au) and download a free website plan.

