

## **SIXTY SECOND BUSINESS COACH (5 August 2009)**

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### ***DIY SEO (Search Engine Optimisation)***

#### **How to improve your web site ranking on Google and other search engines**

Optimising your website for increased traffic has been somewhat shrouded in mystery or cloaked in very large SEO bills that barely show true results. Here are a few quick tips to boost your ranking almost overnight.

#### **Three key areas of focus**

1. Relevant fresh content
2. Keyword research
3. Effective use of keywords within the site

#### **Tips and tactics for a more productive website**

1. Ensure your content is relevant and up to date
2. Research what keywords your potential customers search for (eg using Google Keyword Research Tool)
3. Make sure your page titles are different from each other and relevant to each individual page
4. Include important keywords in your internal and external links
5. Build each page for interesting reading for the web visitor
6. Include descriptive keywords in your alternative text ('alt') tags for images
7. Include video and audio described with keyword rich statements
8. Make your meta "description" and meta "keywords" relevant and keyword rich (from your website, right click and select 'View Source')
9. Create content that other web sites will want to host and link back to you
10. Again, ensure your content is relevant and up to date!

#### **The bottom line**

When trying to improve your rankings on search engines, the dollars spent almost always show an inverse and opposite result to that which is expected. True results come with consistent regular addition of relevant content and the slow painstaking process of changing the items mentioned previously.

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Recommended reading: 'SEO for Dummies' by Bruce Clay

Recommended listening: 'SEO Rock Stars' by David Szetela, free on iTunes