

The roadmap to online success



Getting started with  
Search Engine Optimisation

## What is Search Engine Optimisation?

Search Engine Optimisation, also known as SEO, is the process by which web pages are improved to increase their organic search engine rankings.

The primary goal of an SEO Campaign is to create high organic rankings for the keywords/phrases for which the client an authority. This will ultimately create an increase in targeted traffic opening up opportunities to increase revenue.

A good SEO campaign includes the following three aspects:

- Keyword Analysis
- Onsite Optimisation
- Offsite Optimisation

Keyword analysis is the process by which you analyze and select keywords based on traffic, competition, and relevance.

If you are not selecting the proper keywords, then the rest of the optimization is really a lost cause. The text and theme of the site needs to revolve around these keywords and very much define how the site appears to both users and search engines.

Onsite optimization deals with changes made to the site itself. This involves making changes to the text content, architecture of the site, HTML code, and page layout. This is the most commonly understood aspect of SEO, but only accounts for about 40% of a site's rankings. This is where your keywords are placed throughout the code to show the search engines what your site is about.

Offsite optimization deals with changes made outside the scope of the site. This mainly involves increasing the quantity and quality of inbound links to the site.

Approximately 60% of Google's current ranking algorithm is based on inbound linking. Your goal is to maximize the site's exposure on the Web and get as many sites as possible to link back to your site.

## Why do I need Search Engine Optimisation?

Search engines provide the majority of traffic to websites across the Internet, regardless of website focus. Therefore, if your site cannot be properly located and indexed by the leading search engines, you are missing out on the best opportunity to drive targeted visitors and potential revenue.

## What makes a good keyword?

The selection of keywords / phrases is critical to any SEO campaign. Without choosing the right keywords you can waste a lot of time and effort on SEO. Whilst you can still rank highly for your chosen keywords, they may not carry the volume of visitors of others.

How can you determine viable keywords?

There are tools on the market that allow you to check statistics against your chosen keywords. Essentially you should check:

- The estimated amount of searches for the keyword in a given period (usually one month and one year)
- The number of sites competing for the keyword
- The quality of the sites competing for the keyword
- The ability of the site to support the keyword
- Relevance between keywords
- Target audience

Your keyword selection should accurately describe what the web site is about. If your site is not described by your selection then it's back to the drawing board – you've selected the wrong keywords.

Search Engines like to be specific. If you try to target too many diverse keywords and your site content is spread too thin it becomes much harder to be an authority in that area.

Remember to use keywords that are appropriate with your target audience. Sometimes it is far too easy to get caught up in technical jargon that general consumers don't understand.

In essence you should avoid the following:

- Keywords that are not relevant to each other
- Industry Jargon if it is deemed foreign to the consumer
- Generic terms or phrases that are too competitive
- Words or phrases that do not fit in with the rest of the site

## Meta Information

The first step to onsite optimisation is an easy one. You need to define your Title, Description, Keyword and Robots tags.

Probably the most important tag is the Title tag. This is the title given to each individual page of your web site. The title should normally be made up of the first two keywords, offering prominence for both. The title should also make sense to people that read it and be descriptive of that page.

The description is similar to the Title but offers room to provide more information on what the web page offers the searcher. Very often the page description is displayed under the Title tag on the search engine results page so you may want to consider writing something that will catch someone's attention and make your site stand out from the crowd.

The keywords tag is simply a list of keywords separated by commas. It is thought that most search engines no longer use the keyword tags, although it is still good practice to include them on your web page.

The robots tag is an authority that tells search engine spiders what to do with the page.

## Inbound Links

*"Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at considerably more than the sheer volume of votes, or links a page receives; for example, it also analyses the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages 'important.'"*

**-Quote from Google's website**

One of, if not the most, important factors that Search Engines focus on is inbound links. Inbound links help determine where you will rank in the search results for your selected keywords or phrases. The basis of this is built on popularity or reputation built on the votes that each back link provides. We class link building in two categories – active and passive. Active linking is where you 'actively' seek back links by contacting web site owners. Very often this can lead to reciprocal linking between two sites. Passive linking is where your web site contains valuable content that people want to link to without being asked.

In today's world of SEO you need a mixture of links from many sources including articles, press releases, social media, blogs, directories and others.

## About eSoftware Solutions

Founded in 2004 eSoftware Solutions has helped to provide visibility to clients through ethical search engine optimisation.

We have a passion for providing engaging web sites built around the basic principles of SEO and using ongoing methods to provide sustained, effective results.

Our clients to date include:

- Merlin Entertainments
- Alton Towers
- MPCExcel
- Secure Data Management
- AtoZ Couriers (New York)
- The Communications Company
- IC Consulting

For more information on Search Engine Optimisation, or any of our services, please contact eSoftware Solutions on 0845 838 8588 or visit our web site at [www.esoftware-solutions.com](http://www.esoftware-solutions.com)