

## DIY Guide to SEO

**There are no shortcuts to search engine success but there are a number of things that can be done to improve your website's ranking over time. Follow this simple guide and you should start to see results. In essence you need to make your site appear to be among the most important and relevant sources of information on whatever the user is searching for...**

### Emphasise Search Terms

Establish your keywords and phrases and make sure they appear legitimately as often as possible on your website – in page titles, headings, the body copy, links, etc. Use the 'heading' and 'bold' HTML tags to emphasise them to the search engines. Create links from keywords in your copy to other relevant pages on your website – making use of the link 'title' or description tag for added SEO value.

### Build Incoming Links

Probably the single most important thing to do is to get other websites linking to yours. The more the better and the higher the ranking of the site linking to you the more clout it has in helping your own. Industry specific directories are a good place to start, related websites and blogs, create a Google, Yahoo, MSN account – link it to your website.

### Increase Traffic

Anything you can think of to drive traffic to your site will help to improve your search ranking – run on and offline promotions; competitions, prize draws, mailing lists, newsletters, press releases, news articles, etc. In a very competitive market consider an 'AdWords' campaign to instantly appear on page one of Google.

### Social Media

Make use of social media websites such as Twitter and Facebook to promote your business, these are massively popular sites that provide platforms for viral marketing. Some offer demographic targeted ad campaigns that can promote your website to a relevant audience. Submitting your best content on the social bookmarking sites can generate a lot of traffic to your website.

### Add More Content

Adding content to your website increases the amount of information available, the strength of your keywords and your site's perceived value compared to competitor websites with less content or content that doesn't change – Google loves new and original content. The easiest way to add pages to your website is with an integrated blog.

### Blog, Blog, Blog

Blogs have a host of built-in tools that facilitate networking, link building and delivering your content to interested parties – great for building your SEO infrastructure. Set up a blog, update it as often as you can and comment on other people's blogs – every comment is a link to your website.

### Content Sharing

Every time you update your website or blog, have it feed it out through your social media networks and make it easy for your website visitors to share your content via their social media networks. Create great content and it'll go viral, spreading across the internet and linking back to your website.

### Analyse your Traffic

Use website stats software such as Google Analytics to monitor your website's traffic and use this information to measure the effectiveness and to fine-tune your campaigns and keywords.

### Get Someone In

Sometimes it pays to hire an expert. Employ a good website designer or SEO consultant and they'll be able to use their time, knowledge and resources to help promote your website to maximum effect, while you concentrate on running your business.