



PRO WEB DEVELOPING SINCE 1998

Started whilst at University, we have been specialised in large scale web developments for clients such as Unilever, Jeep, Lynx, Rightmove, as well as the small one man bands.

These notes can be downloaded from
www.ReevesAndWright.com



SEO (SEARCH ENGINE OPTIMISATION)

The tricks used to get your website higher than your competition in Google.

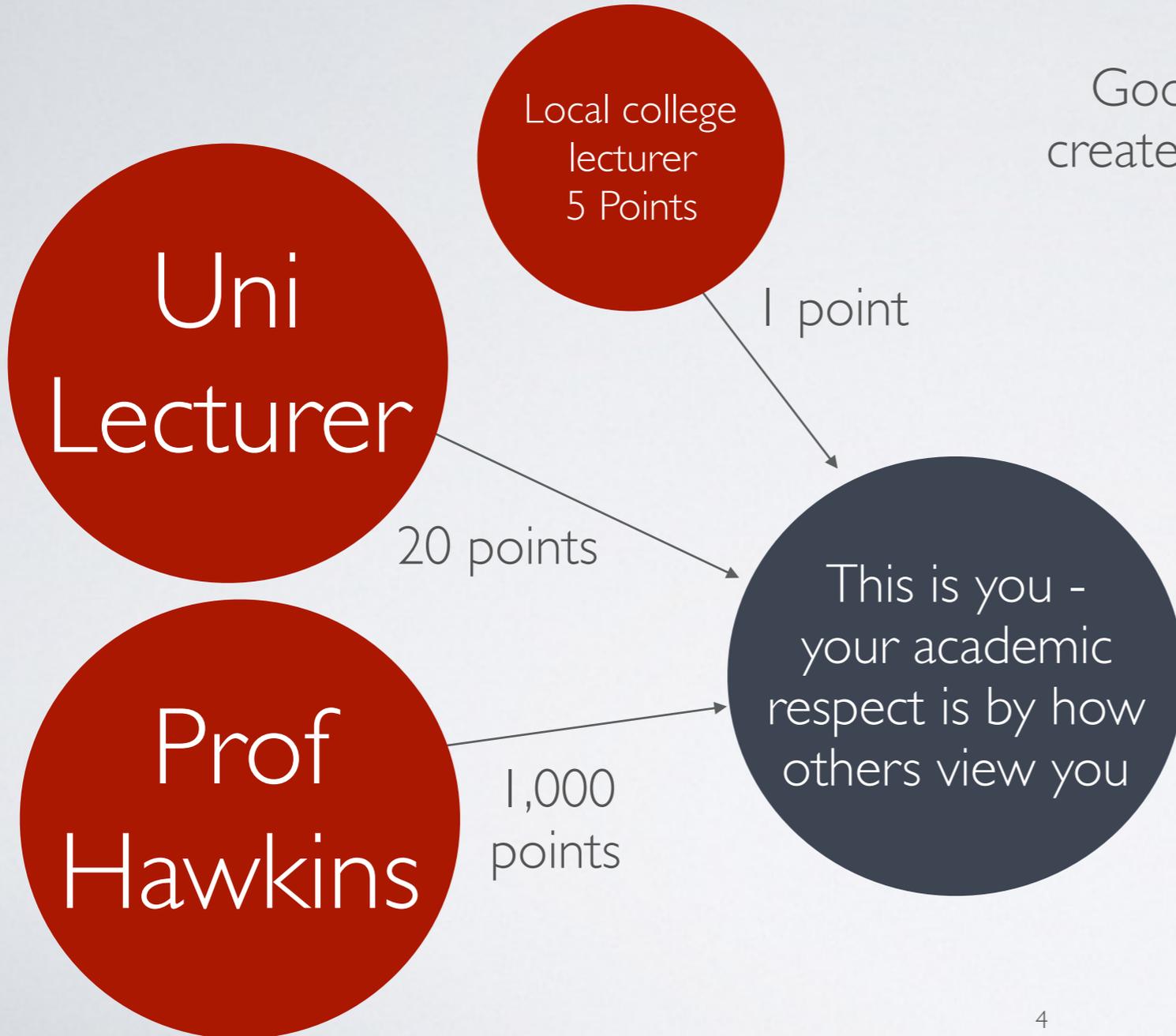
WHAT IS SEARCH ENGINE OPTIMISATION?

- Search Engine Optimisation is optimising your website to be as high up as possible in Search Engines against your competitors.
- You can focus in on specific keywords and phrases and try to improve the chance of Google lifting your website to result number 1 on the first page.

Read this from Google "[Starter Guide to SEO](#)"

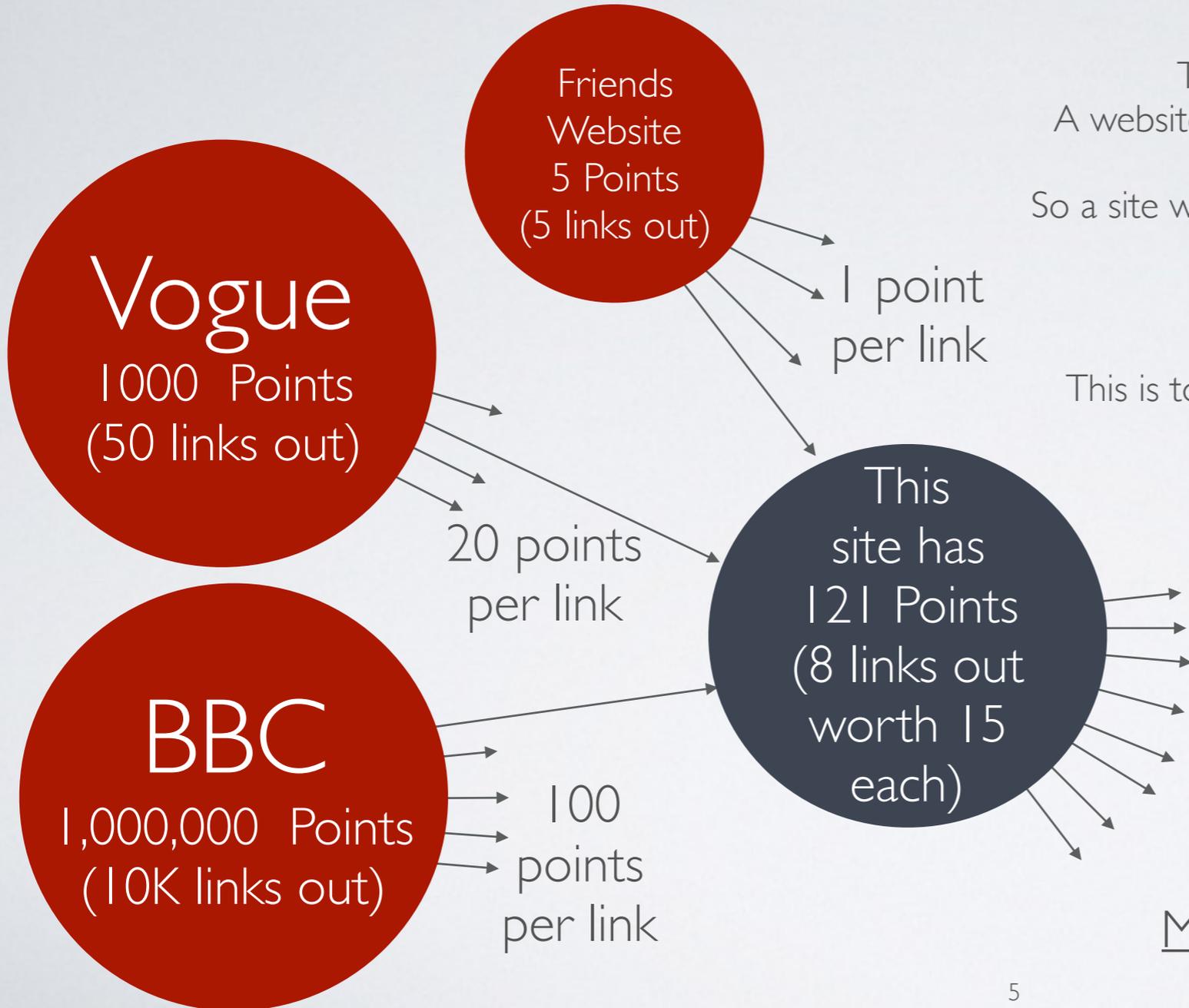
HOW DOES GOOGLE RANK WEBSITES?

Google was invented by 2 academics, they created their system based on the way people are ranked in the academic world.



If you are known by some of the best, others will assume you are also the best.

HOW DOES GOOGLE RANK WEBSITES?



This is how a website is calculated in points
A websites value is divided by the amount of outgoing links.

So a site worth 100 points with 20 links going out, will give the site they link to 5 points.

This is to stop spam sites, such as directories/forums/blogs influencing ranking

Each link out is worth 15pts to somebody else

[Matt Cutts on SEO](#) - 6 mins in.

HOW ELSE CAN WE IMPROVE THIS?

- Quality Content
- Links into your website
- Linking articles within your website
- Keywords in domain
- Keywords in the URL
- Meta, Header and Body tags
- Optimising images
- Navigation and site maps
- Submit to search engines and blogs.

QUALITY CONTENT I

- Make sure you focus on what really matters in the long run, not the SEO.
- Google's goal is trying provide its users with good content, over time they'll reward the site more and more.
- Don't get caught up in SEO tricks or you'll lose the focus on creating GOOD content that's actually enjoyable for the readers.
- Good content comes first. SEO comes later.

QUALITY CONTENT 2

Make sure your content is relevant to the subject you are trying to attract. Add in keywords, but make sure it sounds and reads correctly in English. You must have the keywords you are focusing on, but Google is looking for websites it thinks their visitor will want to see.

Remember - Google is not stupid, they have head hunted the top brains on the planet, and spent decades building a system that knows when it is being fooled.

QUALITY CONTENT 3

Make sure you have the words people will search for in your content. Don't stuff it full of keywords, just add it in as naturally as possible.

If you over stuff it, when humans find your page, they will think it is written badly, lose trust and leave the site.

If you want to write about how high mount everest is, don't write "Mount Everest elevation..." as people wont search for that, they will search for "How high is Mount Everest?"... so make sure you add that in your content in a natural way.

"Before setting off to base camp, somebody asked me, "How high is mount everest?", I told him it is 29.029 feet high.

Remember Google is a computer, not a mind reader, but it has been programmed well enough to detect keyword stuffing and tricks.

LINKS INTO YOUR WEBSITE

Google ranks you on what others link to you, as well as content on your website and how your pages are structured.

Make the links to your website relevant, link keywords and phrases to the exact page that it refers to.

Don't link “**Click here**” to your content, as google doesn't understand what that means.

“Here is a link to **how to change your hard drive**” is a much better link, as Google knows what it means, and if it links to a page called “Changing your hard drive guide” will make sense.

FOLLOW & NOFOLLOW LINKS

“nofollow” is a value that can be assigned to a link, to instruct some search engines that the hyperlink should not influence the ranking of the link's target in the search engine's index.

Many forums, blogs, comments boxes, wikipedia and other public websites, have a nofollow attribute added, to stop spammers making links to help them.

You can use plugins on your computer to help detect nofollow links, so you don't waste your time with them.

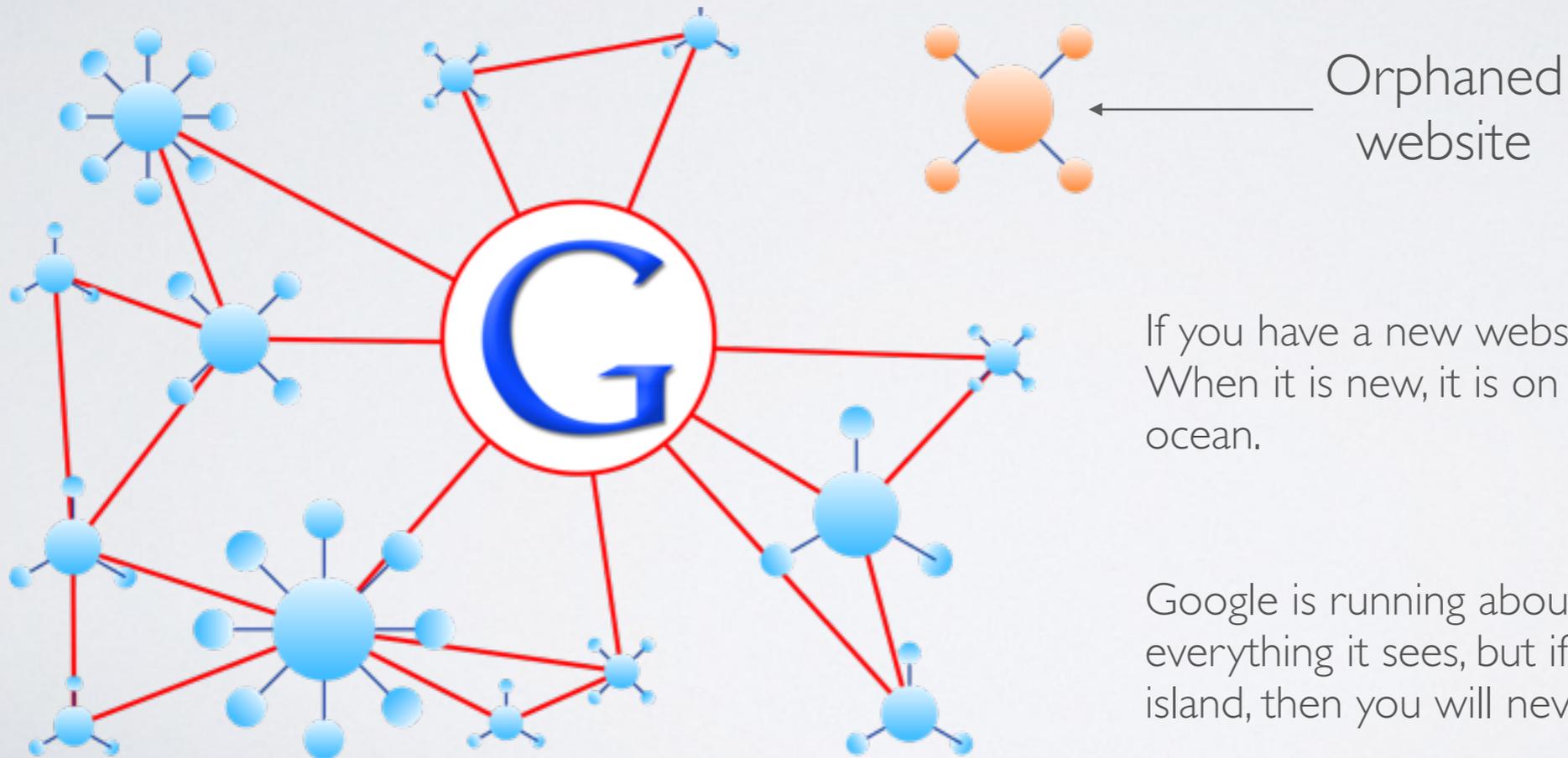
When posting links back to your website to help your SEO, only do this on sites without nofollow links.

This is a great FireFox plugin to show the nofollow links

<https://addons.mozilla.org/en-GB/firefox/addon/highlight-nofollow-links/>

A SEARCH ENGINE SPIDER

A search engine spider crawls around the internet, but can only see sites that are linked to other sites. If yours is orphaned, it will not be found.



If you have a new website, Google needs to find you. When it is new, it is on an island in the middle of an ocean.

Google is running about on the mainland, recording everything it sees, but if you have no bridges to your island, then you will never be found.

HOW DO YOU GET VALUABLE LINKS INTO YOUR WEBSITE?

- Ask for a link to you!
Contact (friends, clients, competition & colleagues) and ask for help
- Press Releases
Write a news worthy story, info that others find interesting, not a sales letter
- Blog posts
Write a blog post that others will want to share and also have on their website with a link back to you.

OTHER WAYS OF GETTING PEOPLE TO YOUR WEBSITE

- Forums
Scour forums for people asking for advice about your subject, and WITHOUT spamming, point to info on your website. If you don't have any, make it.
- Guides and Help content
Make tutorials on how you do things, others will link to it.

KEYWORDS IN DOMAIN

- One of the best ways to get your website high in Google is to buy a domain name that has your keywords in it.

B&Q use diy.com because thats what people search for, don't use a niche name that people wont find, try and use your trade and location.

- -SunderlandCakes.co.uk - NewcastleBuilders - PensionAdviceDurham.com
- Matt Cutts (head of Googles SEO) says in [a Google video](#) they are adjusting the keyword relevance in Google, so it wont matter as much in the future, but it does work for now and probably for a while yet.

KEYWORDS IN THE URL

- www.bbc.co.uk/news/uk/england/northeast/sunderland/
The red part is the domain, and the blue part is the URL.
- In the blue part, we can change this in most CMS/Blog/Static websites to what ever we want. So if you are selling a blue dining chair from bills furniture, you could have a URL billsfurniture.co.uk/blue_dining_chair
- This is known as Search Engine Friendly URLs (SEF URLs)

There is a GREAT video that explains all this from [Google here](#).

META HEADER AND BODY TAGS

- Meta tags are small bits of information in the code of the website. It tells search engines, and the browser what is on the website.

([This video](#) is a great video by Google to watch about this.)

META HEADER AND BODY TAGS

- Common meta tags ([this link](#) is for Googles instructions on Meta Tags)
- Header tags
 - Title This is the title of the page and is what is shown in the Googles search results.
 - Description The description tag tells search engines what is on the page, Google uses it for the snippet in the search results.
 - Keywords This is not used by anybody anymore.
 - Author This is who wrote the page, it doesn't really have any bearing on SEO.
 - Generator This is what created the page, such as WordPress, Joomla or DreamWeaver. It has no bearing on SEO.
 - Robots This is used to tell the spiders what to do, you can put "noFollow" in here, and Google will not follow any links from this page. This is helpful if you have a demo website for example.

Most of other meta tags are for more advanced users.

DEMO META TAGS

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8">
    <meta name="Description" CONTENT="High Quality walking socks, cotton rich for breathable and dry wearing in Red">
    <title>cotton walking socks in red</title>
    <meta name="robots" content="index, follow">
    <link rel="canonical" href="http://www.example.com/socks/walking_cotton_sock"/>
```

These can usually be changed with very simple and easy to use forms on your website within an admin area. You simply fill them in and press save and it will update this code with no technical skills needed.

“CANONICAL” META HEADER TAG

Another meta tag that is very useful is the “**canonical**” tag.

<https://support.google.com/webmasters/answer/139394>

It's common for a site to have several pages listing the same set of products. For example, one page might display products sorted in alphabetical order, while other pages display the same products listed by price or by rating.

So you might have many pages that are almost identical, for example you may sell socks, but each sock is the same, apart from size or material weight. So rather than having dozens of the same product, with the same description and images, that Google may see as duplicate content, you can add this TAG with the main page. So every other sock page will have this link, to say this is just the same as the main page, so don't ban me for duplicate content.

Most CMS/Blog systems will allow you to add this to the product.

```
<link rel="canonical" href="http://www.example.com/socks/red_sock"/>
```

BODY HEADING TAGS

Heading Tags are to tell search engines and users what is the most important part of the page, in a ranking order.

H1 Heading

H2 Heading

H3 Heading

H4 Heading

H5 Heading

H6 Heading

You can see here that the smaller the number, the larger the text. It also means that is more important on the screen.

([Please watch this video from Google](#) regarding H1 tags)

BODY HEADING TAGS

So you could have
“News” as H1, basically the main header word to say the most important thing.

Then “UK” as H2, so we know that it is a very important part of the page, not as important as the H1 tag, but the title of an entire department.

- Business News (H3)
- Political News (H3)
- Technology News (H3)

This is now seen as the next step down, so Google will know that it is third in ranking of importance on the page.

BODY HEADING TAGS

Almost all CMS/Blog systems allow you to highlight text and assign a heading tag to it. So you could write a block of text and tell Google what is the most important part of the page.

It is important to have the information you want to be found in these heading tags.

So if you sold dining chairs, you should certainly have “Dining Chairs” in your H1 tag, and use your H2 tags for variations of that chair, such as “Metal Dining chair”, “Wooden Dining Chair”.

The text would look something like this:

BODY HEADING TAGS

DINING CHAIRS (H1)

Easy to sit on (and to look at)

Dining chairs don't just have to feel good when you sit on them, they need to look good, too. Ours have the right proportions to be comfortable, even if you like to linger over dessert. They come in different styles so you can find what best suits you. And we've designed them to match our tables if you want to coordinate your dining area. We have upholstered chairs for extra comfort. Stackable and foldable chairs, ideal for small spaces. Or change your look as often as you like with our choice of chair covers.

Plastic Chair (H2)

Solid wood is a hardwearing natural material which can be sanded and surface treated when required.

Metal Chair (H2)

Solid wood is a hardwearing natural material which can be sanded and surface treated when required.

Plastic Chair (H2)

Solid wood is a hardwearing natural material which can be sanded and surface treated when required.

OPTIMISING IMAGES

- Add image ALT tags to the images. This is a legal requirement as part of the DDA, (Disability Discrimination Act) so blind people can see what is in the image on a braille reader.
- Make sure you make them as small as possible in file size, and size the image in dimensions correctly to the size needed on the page. The smaller they are, the faster the website loads and the less chance you have of a visitor becoming frustrated and leaving your site.

SITE MAPS

- Google needs a little help to find all your pages, it can find them naturally, but helping it along will improve full site indexing and making sure all your pages are listed in the search system.
- To do this, you need to make a site map in a format called XML, which is similar to an Excel document. It lists all your pages and links to each page in there, and is then uploaded to Google.

[For more info, click this link](#)

SITE MAP SAMPLE

```
<?xml version="1.0" encoding="UTF-8"?>
  <sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">

    <sitemap>
      <loc>http://www.example.com/index.html</loc>
      <lastmod>2004-10-01T18:23:17+00:00</lastmod>
      <changefreq>monthly</changefreq>
    </sitemap>

    <sitemap>
      <loc>http://www.example.com/products.html</loc>
      <lastmod>2005-01-01</lastmod>
      <changefreq>yearly</changefreq>
    </sitemap>

  </sitemapindex>
```

NAVIGATION

- It sounds crazy, but many websites have no links to content. An article maybe added, but the only way to find it is by using the search box. This means Google can not find it to spider, and your visitors can not find it either.
- Make sure all your content is findable in an easy simple way. Make it as user friendly as possible.

SUBMIT TO SEARCH ENGINES AND BLOGS

- When you write a blog post on your website, you can submit it to blog sites for other bloggers to share around. This is similar to Press Releases, but is usually free.

Most systems have something called an RSS feed which contains all the information about your blog posts. The title, date, content etc.

Here are a few links to get you started

<http://www.searchenginejournal.com/20-essential-blog-directories-to-submit-your-blog-to/>

<http://blogsearch.google.co.uk/ping>

<http://www.toprankblog.com/rss-blog-directories/>



TOOLS TO USE

The tools that you can use to improve your website, to monitor what is happening, the health of your website, the security status and becoming more efficient and productive.

TOOLS TO USE

Here are a few tools to use, to help you improve your website.

Webmaster Tools by Google.
These tools will allow you to:

- Submit and check a sitemap
- Check and set the crawl rate, and view statistics about how Googlebot accesses a particular site
- Generate and check a robots.txt file. It also helps to discover pages that are blocked in robots.txt by chance.
- List internal and external pages that link to the site
- Get a list of broken links for the site
- See what keyword searches on Google led to the site being listed in the SERPs, (search engine results page) and the click through rates of such listings
- View statistics about how Google indexes the site, and if it found any errors while doing it
- Set a preferred domain (e.g. prefer example.com over www.example.com or vice versa), which determines how the site URL is displayed in SERPs

TO DO TONIGHT!

- See where you are on Google for the keywords your visitors would use.
You could use websites such as https://serps.com/tools/rank_checker to help with this.
- Check your meta tags, you can use websites like this to help <http://www.metatagscheck.com>
Make sure each page is correct, not just the same as the home page.
- Check your competitors websites, see what they have done in SEO using the information you have learnt from above.
- Check your body tags, make sure Google knows what is important on your page and in what order.
- Create one follow link into your website, check other links are follow and not NoFollow links.



THANK YOU!

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