

Mr Site™

Why optimise? – An Introduction

Better optimisation generally means better listings for your site on search engines, more visitors to your website and ultimately more potential customer sales through your online shopping cart.

You've probably already seen and heard a lot of acronyms surrounding this such as Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Pay-Per-Click (PPC).

- SEO is about changing the hidden HTML code and visible text on your website to make it easier for search engines to gather information about your site, its content and pages more easily.
- SEM is generally concerned with work to promote your website and does not generally involve changing your website pages.
- PPC is a “quick road” to getting your website to the top of search engines. You get an advertising link on the first page of search results for specific phrases and pay a fee for every visitor who clicks the link to visit your website. A common mistake people make with PPC is using words and phrases which are too vague.

Where do I start?

We're focusing on SEO. A good place to start is to do your research - ask yourself what keywords and phrases you are going to optimise your website for. These words and phrases are what your visitors will initially enter into the search box of search engines like Google, MSN and Yahoo! You should spend time doing this, as some words and phrases are more “competitive” than others.

1. It all starts with a carefully chosen domain name

Pick a name which isn't too long. You may be able to get possible search keywords and phrases into your domain name, and that may help your website further as well as making your domain name more memorable to your future visitors.

2. Plan your pages, then check your keywords and phrases

Each and every page of your site should be targeted for one or two search keywords and phrases. Plan the pages using your head, not your heart, and don't be afraid to make notes first. Start using your most important content on the homepage at the very top of the page. Make sure you use the important words and phrases you think your visitors will search for in your page title, your meta-tags, image alt text and filenames. A meta-tag is an HTML tag which identifies the contents of a website. Information commonly found in the meta-tag includes copyright info, key words for searching etc.

The Mr Site SiteBoost tools, part of Mr Site Pro, will help you to do many of these things - it includes a keyword and phrase analyser (to boost your phrases), a meta-tag editor (to boost your meta-tags) and an Alt tag editor (to boost your images).

3. Keep your website content updated and do it regularly

Making regular changes to your site pages and content will keep Google coming back to your website. If you don't update your site, the search engines will have no need to come back and you may end up waiting many months for a return visit.

4. Build incoming links

This is one of the most important points. Quite simply, the more websites which have links back to your website the higher your site will be listed. A good listing in Google will require a reasonable number of genuine incoming links to your website. Try to build a relationship with other websites who have the same subject as yours – remember, just one incoming link can give your website a major boost. Avoid linking with pages and sites containing a large number of links (called a “link farm”), or sites which appear to be nothing more than spam.

Website directories are a very easy and quick way to generate links to your website. Mr Site Pro customers can add their website to the Mr Site Directory at <http://www.mymrsite.com>

5. Don't trick the search engines

As tempted as you might be to “cheat” to get a higher listing sooner, many search engines now have policies and rules on what you should and should not do to your website. Hiding texts and links in your pages is a quick way to getting your whole website banned from Google. The technical support team has had calls from Mr Site customers who have tried this technique because their friend recommended they try it. We suggest you don't. These customers went from having good Google listings to having no listing at all. Make changes to your website only when they benefit your visitors in some way.

6. Create a site map/use Google sitemaps

It may be possible to get a listing sooner, as well as more frequent revisit by search engines to your website if you make a sitemap. If you have hidden pages from your menu it will help search engines find all the pages on your website. Mr Site Pro features a Google sitemap maker to help you do this, as well as instructions on how to submit it to Google.

7. Don't spam or abuse with repeated words

It's not a good idea to cram your pages with the same repeated words and phrases over and over again. The search engines will detect this, and you may have your listing greatly reduced or blacklisted. Instead, you should carefully use and integrate your keywords and phrases within the main text of your pages and website.

8. Find out what your competitors and peers are doing

Why not go to Google or another large search engine and do a search for your keywords and phrases. What other websites come up? Are they the same subject category as yours? What words and phrases have they used on their website? Remember, you can use your web browser to view the source of their page and look for the search words. Look at the page content they have used, the images, meta tags and titles. What can you learn from this and could this benefit your site as well?

9. Beware of Flash, Videos, JavaScript and some images

Flash animation, video and images can't be read or indexed by search engines as there is no text for them to pick up. Code inside JavaScript is also harder to read. Pages containing only images are likely to get either a low listing or no listing at all. It's perhaps best to avoid all of these on their own, or otherwise balance them with a reasonable amount of text content on your pages.

If you have a lot of images you can spark search engine interest in your pages by using the Alt tags. The Alt tag editor in Mr Site Pro can help you here, and the Alt tag technique might be of particular interest to photography websites for example. Consider names for your images - try to name your images to reflect your chosen keywords and search phrases.

10. Slow grown – the Organic way

You want to have steady and continued growth for you website listed in search engines. It's not a good idea to make major and sudden changes like adding lots of links. Organic optimisation is slow and takes time but should provide good, long-term search results for your website.

Your best chance of good site optimisation is getting your visitors linking to your site from theirs, and maybe offering something which sets your website apart from all the other millions of websites out there. Maybe you sell something you can't get anywhere else, maybe you make something unique; have a video or track that your visitors want to download. Find something, no matter how small or gimmicky, which sets you apart.

11. Keep an eye on your site

Don't forget to keep an eye on your visitors and what search phrases they have used to find your website. It's really important to understand where your visitors have come from. You will find the Mr Site Pro Stats really helps here. It can show you where your visitors have come from, what browser they used and what search terms they entered.

And finally...

All the tools you need to optimise your website and more can be found in Mr Site Pro.

If you are a Mr Site Standard user and would like to upgrade to Pro, we are having a special newsletter offer of £52, that is 20% off the normal upgrade price of £65. [OFFER ENDS 31 JULY 08](#) Call us on +44 (0)870 803 1495 and quote "NEWSLETTER OFFER" to qualify.

To compare what Standard and Pro have to offer click here:

(<http://www.mrsite.com/compare.asp>)

For more information on Pro click here:

(<http://www.mrsite.com/pro.asp>)

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