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BATHROOMS



GUIDE TO SEARCH ENGINE OPTIMISATION



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Search Engine Optimisation (SEO) is how businesses work on their content to affect the visibility of a website or web page in search engines without having to pay for advertising - sometimes these are referred to as 'natural' or 'organic' results. The higher up on the list a site features the more likely people will see it and follow the link(s), ultimately resulting in engagement, enquiries and/or sales.

Consider keywords

Firstly think about what your keywords or key search terms may be by considering questions like:

- What keywords do your target audience use to search for information (if you have not already done so identify who your target audience is)?
- What kind of information will they want and how could this influence their decision(s)?
- How many are looking? For example more people may be searching for 'bathrooms' than 'bathroom accessories' which may be useful if you sell a selection of bathroom items, but perhaps not if you only sell accessories.
- Why are people searching? Do they want to buy, or research the item or service before they buy? Are they looking for something more technical like the size of the product, or reviews of that product from other people?

It's important to use a variety of keywords throughout the content on your site as repeating words too often can actually have a negative impact on your search optimisation.

Once you have a good selection of keywords, there are a huge range of free or inexpensive tools such as Google's Keyword Planner, Ubersuggest, or Spyfu, available that can help identify the most effective ones.

Improving your rankings

There are a number of things you can do to improve your rankings by increasing your visibility. For example:

- Page modifications – can you add in keywords to body text and/or descriptions?
- Earn links from high trust, high authority sites – this could be through press coverage where they will link back to your website.
- Link to other relevant articles – but focus on quality rather than quantity, one high quality link is more valuable than several poor ones.

Continuous improvement

Once you have made changes it's important to monitor the impact it is having on both your search visibility and business outcomes, such as increased hits or improved sales. This will help you analyse the value of your SEO improvements so you can monitor what's been effective.

Other things to consider:

- Optimise your website for local search results. If you're running a business that focuses on customers within a certain city or county, the search engines handle it a bit differently to global sites. Use region-specific keywords in your page titles and descriptions. Include your address and local phone number on your home page and other contact pages. List yourself on well-known directories, such as Yelp, Google Places, Foursquare, Yell etc.
- Ensure your content/text is well written and unique. Search engines automatically 'read' your website and decide which keywords your pages should rank for. It's also essential to keep your content updated – if search engines see that a website is fresh, it is more likely to view your business as informative and up to date.
- Write eye-catching titles – search engines read from the top of the page downwards – make a good first impression, and include an important keyword/key phrase.
- Optimise your code - search engines read your text and also the code in the background. With that in mind, ensure your website agency can advise on this approach.
- Avoid older SEO techniques that may be damaging your rank position in search engines. Google in particular has penalised websites for bulk link building techniques, creating poor quality content, and guest blog posting on website networks built specifically for manipulating website rankings. Visit Google Webmaster support pages for tips on optimising your website.