



Search Engine Optimisation That Works!

10 Top DIY SEO Tips from Total SEO

1. Page Titles – Make sure your keyphrases appear in your page titles, try and stick to around 20 words in your title and don't repeat phrases. Do not use a phrase in the title unless it also appears within the content of the page. Have different titles on every page of your website.
2. Search Engine Access – Make sure search engine robots can easily find their way around your site, you can do this using text links, navigation icons with alt-tags and a decent site map.
3. Directories & Search Engines – Once your site is ready, take the time to submit it to all major search engines and directory websites, search for industry specific directory websites to link to you and make sure you stay away from anything that looks spammy.
4. Content – Take the time to write quality, original content, the more new articles and news you can add to your site the better, don't duplicate content from elsewhere online.
5. Links – Links to your site are crucial for good SEO results, you need to spend time finding links from other relevant sites to yours, this can be easier said than done and often needs a bit of thinking outside the box to achieve good results.
6. Broken Links – Use a broken link checker (just Google it) to ensure there are no links broken on your site, perform this once every few weeks.
7. Social Media – Make sure you have Facebook, Twitter and Linked-in accounts, using RSS feeds you can have your news updates appear as posts on these platforms. Also ensure your posts have the options to "bookmark" and "like" on the various social media sites.
8. User Experience – Ensure your site is a pleasant user experience and encourage your visitors to join in and leave comments on your articles, news stories and posts.
9. Stick to HTML – Search engines can't read Flash, so avoid Flash landing pages and use good old fashioned HTML and text, if you must use Flash make sure you replicate what it says in the Metadata.
10. Stick to the Rules – Don't do anything outside of Google's Webmaster Guidelines, not playing by the rules can be a quick and easy way to having your site banned.

Total SEO are search engine optimisation experts, for a free appraisal of your website visit www.total-seo.co.uk or call us on 01252 329160.