



What is Search Engine Optimisation?

Search Engines are used to find web sites for the searchers who enter keyword(s) in the search fields. It is a search engine's function to return with the most relevant web sites that the searchers are really looking for. Our aim is to create a web site (both in coding and content level) to appear as high as possible in the search result pages in certain targeted keyword search.

How do I get better Search Engine Ranking?

1. Keywords

Keywords are words that search engine users enter for their searches. When designing a web site we would anticipate the best terms with which searchers would use to look for the web site.

a. Choosing the right keywords

You can use some keyword suggestion tools to give you some ideas of what keywords are often used by searcher on the Internet. The following is an example for the search phrase "basketball training"

| How many times is this phrase searched for? | |
|--|---|
| Wordtracker | Overture |
| <small>Check out what else Wordtracker can do for you.</small> | |
| basketball training 63.0/day | basketball training 2.1/day |
| basketball training program 46.0/day | australian basketball bib training 0.6/day |
| basketball program strength training 36.0/day | basketball player program training 0.4/day |
| basketball weight training program 35.0/day | basketball bib training 0.4/day |
| basketball strength training program 29.0/day | basketball training program 0.4/day |
| weight training for basketball 23.0/day | basketball elite training 0.3/day |
| basketball referee training 18.0/day | basketball plan training 0.3/day |
| basketball weight training 16.0/day | basketball individuality principle training 0.2/day |
| youth basketball training 13.0/day | basketball periodization program training 0.2/day |
| basketball training goggles 12.0/day | basketball schedule training 0.2/day |
| basketball training tips 12.0/day | basketball scheme training 0.2/day |
| basketball training aids 11.0/day | basketball elite program training 0.2/day |
| basketball training programs 11.0/day | basketball periodisation training 0.2/day |
| personal training for basketball skills 11.0/day | basketball strength training 0.2/day |
| sparq training basketball video 10.0/day | |

b. Where to put these keywords

Search Engine spiders tend to read pages from the top of the page down like we all do, this is the typical order by which they crawl web pages for the keywords on the pages: URL (web address), Page Title, Headings, Body Text, Meta Tags, Links and Alt Tags.



2. Text / Content on pages

Many of our clients have trouble writing content for their web pages. If you want Internet users to find you, you need to have useful information on the web site apart from pretty pictures and nice buttons. Unless the text you have for the web site has the right keywords, your web site will not be Search Engine Optimised with the best effects. Every web page should have unique information so you are not repeating the content you place on your web site. It is absolutely crucial to include the keywords you have decided on as mentioned in the last point and insert them strategically throughout all the pages of your web site.

3. Positioning of text

As mentioned before, Search Engines first look at your web address, so choosing the right domain name is also very important. If your domain name contains a main keyword, that will be a great bonus. Web designers usually will name the Html File and Page Title by your page name, so your page names and titles should contain keywords where applicable. You should always attempt to insert your keywords on the page headings, as Search Engines consider headings with heavier importance than mere Body Text. However on that note, you should also insert your keywords throughout the Body Text as often as you can.

4. Frequency / density

The more frequent the word appears on the Body Text the more importance the word is considered by Search Engines

5. Links

By placing links to other web sites that contain relevant content as your web site, it will help your web page listing position. Reciprocal links (or link exchange) will benefit the all web sites that are involved.

6. Submission

You do need to keep reminding Search Engines of your web site regularly. Search Engine result rankings change regularly. So keep your web site content regularly updated and replenished with new information