5 Simple But Effective Tips for SEO (Search Engine Optimisation)

It's all good and well to have a state-of-the-art website. But without visibility, you won't get the traffic and visitors to access your content.

Below are some basic tips on implementing SEO (Search Engine Optimisation), which is the process of improving the visibility of your website so that search engines, such as Google, will display your site in its' results when users perform a search.

1 Encourage Links

Search engines love it when your website is linked to from as many sources as possible. Whether these are forums, blogs or other websites, it enhances the reputation and importance of your website in the eyes of search engines. Imagine these links as 'votes'.

The more 'votes' your website receives, the better its ranking.

Therefore, build relationships with websites that you can collaborate with and encourage others to link to your web pages.

2 Informative Text

Ensure that relevant textual content is present on your web pages. Ensuring the relevancy and appropriateness of textual content will guarantee that the right search queries performed by users on search engines will more likely bring up your website in results.

This exercise entails putting yourself in your website visitors shoes'. What kind of search queries or keywords are they likely to enter in search engines?

It is these phrases that you'll need to consider placing in key areas on your website.

3 Titles and Content

It is important to title each of your web pages on your site and to also correspond it with the textual content in the body, ensuring that there is a relevancy and connection between the two.

Correct titles of your pages corresponding with the textual content will encourage search engines to display your website in its' results.

Remember: search engines rank web pages, not websites! So ensure search engines see the relevancy of your web pages to search queries performed.

4 Update Regularly

Search engines prefer websites that are continuously updated and kept fresh. It shows that the website is striving to offer the most relevant and appropriate content.

Therefore, it increase in value with search engines which strive to provide the best service to its' users.

Refreshing content also helps you in identifying new keywords being used by your target market. Tweak and amend as required to find the optimum content.

5 Look at Your Competitors

Performing test searches in search engines will most likely bring up results from your competitors. This is a great way to find out which search keywords and phrases are being used currently, as well as identifying what it will take to outperform them.

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