

# **Search Engine Optimisation (SEO) – What We Do**

## **1.0 Introduction:**

Total Websight Ltd are specialists in Internet Marketing and search engine optimisation (SEO) with 20 years combined web experience in assisting businesses to maximize their online exposure.

Our Internet Search Engine affiliations enable us to gain real time marketing information, allowing us to promote you to your strategic market. Access to this sort of information together with our wealth of experience puts our client's leagues above their competitors!

### **SEO - Your path to the top!**

Total Websight clients benefit every day from our search engine optimisation (SEO). These companies range from small start-up businesses through to very large global organisations. Whatever the size of your company or budget, we have a search engine optimisation package tailored to suit your business, its needs and objectives.

**Chris Knight**  
*Managing Director*



## 2.0 How do search engines work?

Search engines use automated software programs known as spiders or bots to survey the Web and build their databases. Web documents are retrieved by these programs and analysed.



Data collected from each web page are then added to the search engine index. When you enter a query at a search engine site, your input is checked against the search engine's index of all the web pages it has analysed.

Successfully optimised websites should meet a search engines algorithm which in turn provides a prominent web position.

## 3.0 – What is Search engine optimisation (SEO)?

SEO is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. This is achieved by a number of collective factors including:

### 3.1 – market place analysis:

We conduct extensive research into your products and services, working closely with you to construct a list of key phrases which potential clients would use in order to find your website. We then liaise with our search engine contacts to attain the level of searches made over a 30-day period for each key phrase this is crucial in enabling us to generate specific, targeted and quality enquiries to your website.

### 3.2 – Website Preparation

Content is King! - Ensuring you have a website that is search engine friendly is critical to your online marketing efforts. Our team will assist in ensuring that the site is both attractive and accessible to search engines and that the web written content focuses around your product/service related key phrases.

### 3.3 – Project Management

SEO is an ever evolving market and technology place. Total Websight are committed to staying on top of these trends to ensure your online presence remains as prominent as ever. Our wide range of expertise and resources help us form a strong and ongoing bond with our clients where we can gain a proactive edge over our client's competitors.

## 4.0 – Benefits of SEO for your business

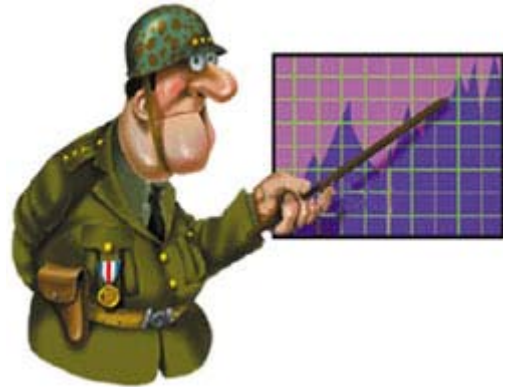
- **Targeted Traffic**  
SEO can dramatically increase your web site visits by placing it in front of the potential customers who are actively searching for your service or product.
- **Promotion that doesn't sleep**  
Imagine having your own marketing and promotions company working exclusively just for you! One that works 24 hours a day, 7 days a week, 365 days every year. That's the benefit of SEO!
- **Increase brand visibility**  
SEO can give your brand a high national/international profile - and for a comparatively very low outlay.
- **High R.O.I.**  
Pound for pound, dollar for dollar, SEO brings you a higher **Return On** your **Investment** than virtually any other form of marketing.
- **Higher Sales**  
SEO can mean increased sales of your product or service.
- **Faster, smaller pages**  
Properly validated and optimised files will be smaller and leaner, meaning less server overheads and quicker download times which will keep your visitors happy and encourage them to come back.
- **Long term positioning**  
Once in place, a properly designed and optimised site should stay long term in the rankings compared to PPC (pay per click) where costs and outlay are ongoing and unpredictable.
- **Cost-effective**  
SEO is among the most cost-effective ways of marketing as it reaches so many people, each of whom is actively looking for you!
- **Accessibility**  
Observing sensible optimisation procedures can make your site more accessible to all users. We develop our code to follow the guidelines for accessibility as stated by the W3C; code meeting this stringent standard tends to be leaner and inherently more search engine friendly.
- **Cross-browser compatibility**  
A properly optimised site will be validated to high standards. This means that it should work in all W3C-compliant browsers, meaning your site may be viewed by the greatest potential number of visitors.
- **Navigable by the engines**  
All links should function correctly and all pages should be accessible to the engines, thus making your site easy for the engines to index and properly categorise.
- **Usability**  
Observing basic optimisation guidelines should mean that visitors have a simpler, more pleasant user experience which greatly enhances the chances of your visitors making an enquiry or a purchase.

## 5.0 – Our 10 stage strategic process:

### Stage 1 – Key phrase Analysis

Your website is your shop window and unless it is marketed on the Internet effectively, it won't be found by potential customers. Therefore, it is up to Total Websight to bring those people to you! Dedicated Internet marketing research identifies what potential search engine clients are searching for and how they can reach you. That is where our search engine optimisation and positioning techniques come into their own! We conduct extensive research into your products and services, working closely with you to construct a list of key phrases which potential clients would use in order to find your website. We then liaise with our search engine contacts to attain the level of searches made over a 30-day period for each key phrase.

This is crucial in enabling us to generate specific, targeted and quality enquiries to your website. Our vast experience of online marketing, search engine positioning and search engine optimisation allows us to place your website in industry-specific directories; this means that you are placed in areas of relevance along with other companies in your field. As our relationship grows we are able to use our search engine marketing data to plot, forecast and analyse how we should focus on your Internet marketing activities. We increase your search engine positions by adjusting our search engine optimisation code or simply adjust your search engine key phrases to explore potential new Internet markets.



### Stage 2 - Web Template Development



Our team will build specially optimised pages around certain key phrases pertaining to your products and services. In essence these are themed pages that are written with useful content both to the web visitor as well as the search engine. Our team ensures these pages are built into the framework and design of the main site so that the website visitor can move around your site as normal.

## **Stage 3 - Web Copy Assistance** **why is it needed and what is involved?**

**For the most part, complete content involves three factors:**

### **Quality Information**

The copy must provide truthful and comprehensive information about a topic.

### **Quality Presentation**

The presentation of the text should be unique, interesting, conversational and user-friendly.

### **Quality Writing**

The writing style should be grammar and glitch-free, concise, and coherent to be appreciated. Your copy is not only important in drawing visitors, but it is also vital for site rankings. Site rankings can only be improved with good keyword use for online keyword searches. Thus, not only should your content contain the three characteristics above, it should be keyword rich as well.

These days, the majority of Internet users use search engines to find information on the web. Therefore, you need to make sure that your site will rank high in terms of search engine rankings. The easiest way to achieve this is to make sure that you publish articles and web copy that uses keywords. This will increase your chances of not only being indexed by the search engines but for being called in a high ranking position when an appropriate search is made. When optimised, your web site should take advantage of meta tags, headings, the right keyword densities and much, much more. Optimising your site for search engines will bring your web site a constant stream of traffic. Higher volume, quality site traffic means improved chances for conversions to sales.

### **Tips in Writing Web Content**

There are ways by which you can come up with successful web content:

- i) Always be concise. Try not to make your sentences too long. Remember that readers typically have short attention spans. Directly go to the point and say what you need to say.
- ii) Use a conversational style. Never use formal or business language because they tend to discourage online users from reading further. It is best to convey a natural, confident and casual tone that speaks directly to the reader.
- iii) Write it chunk by chunk. Present your ideas or topics in chunks with headings for easier scanning. Stick to just one idea per paragraph.
- iv) Give quality information that is always enriching, educational and interesting. Do not waste either your time or your readers' time on information that is false, useless or confusing.
- v) Use links. Descriptive links on your pages are great for convincing your readers to perform a particular action that you want them to do. Links such as "Try out our demo" or "Order now!" will do wonders. Also, add in links for complementary information to add credibility to the information you provide and to boost your rankings in the search engines.
- vi) Keep your content fresh. Regularly update your site content to make sure that your visitors will have a good reason to keep coming back for more!

Remember that rich, quality web content will do much for your site. The success of the organization or business being promoted by your website relies heavily on the quality of the content that you provide for your visitors and online clients.

## Stage 4 - Google Ethics/Guidelines

Total Websight are committed to following the Google webmaster guidelines which are a list of suggested practices Google has provided as guidance to web site managers.

Websites that do not follow some of the guidelines may be removed from the Google index. A website experiencing problems being indexed or ranked well can find direction in the guidelines. Often these problems can be caused by the website not following all of the guidelines; these sites could experience a lower ranking in Google's search engine results or complete removal from the Google index. There are currently thirty-one guidelines which are split into four categories:

- i) *Quality:* There are five "basic principles" and eight "specific guidelines" in this category. These guidelines are directed toward deceptive behaviour and manipulation attempts that may lessen the quality of the Google search engine results. Violations of the quality guidelines are the most common reason of a website being removed from Google's index.
- ii) *Technical:* There are five guidelines in this category. These guidelines cover specific issues that may inhibit a web page from being seen by Googlebot which is Google's search engine crawler.
- iii) *Design and content:* There are nine guidelines in this category. These guidelines give practical information to webmasters concerning the way their site is built and represent the most common unintentional mistakes that webmasters make.
- iv) *When your site is ready:* There are five guidelines in this category. These guidelines provide specific direction for a webmaster that has created a new site and are also relevant for older sites which are not yet in the Google index.

## Stage 5 - DDA compliance

The improvement in browser technology is enabling a wider range of user's access to the web. Website Accessibility is a key part of attaining compliance with the Disability Discrimination Act (DDA).

The Disability Discrimination Act 1995 (Code of Practice Rights of Access Goods, Facilities, Services and Premises Section 5.26) indicates that service and product providers should ensure that their website is accessible to visually impaired users. As a result we ensure that all our optimised pages adhere to this and meet the current UK or other regulations as appropriate.



## Stage 6 - Submission Program (The advantages of manual submissions and of sitemaps)

**Why Submit?** When your site is ready, the next step to getting more search engine traffic is getting your site included in search engines and maintaining an up to date listing.



The big three search engines – Google, Yahoo! and MSN – attract the most search traffic, but attaining listings in a wide range of search engines will help your web site tap into search niches ensuring a comprehensive search engine visibility.

Total Websight manually submit your website for inclusion in these search engines as well as utilizing Google sitemaps.

### **What are Google Sitemaps & why do you need them?**

A sitemap is an XML file that lists URLs for a site, along with additional information about each URL. Sitemaps give Google and other search engines important information about your website, including a complete list of all of the URLs on your site. This includes reference to URLs that may not be discoverable by Google's normal crawling process (for example, non-text pages or URLs containing several parameters.)

XML Sitemaps also tell the major search engines how often the pages on your site change or are updated. For example, you might update your **'Products'** page daily, but update your **'About Us'** page only once every few months. This system will provide Google with:

- *The date each page was last modified.*
- *The relative importance of pages on your site. For example, your home page might have a relative importance of 1.0 (highest level), category pages have an importance of 0.8, and individual blog entries or product pages have an importance of 0.5 (average). This priority ranking only indicates the importance of a particular URL relative to other URLs on your site, and doesn't impact the ranking of your pages in search results.*

### **Sitemaps are particularly helpful if:**

- *Your site has dynamic content.*
- *Your site has pages that aren't easily discovered by Googlebot during the crawl process - for example, pages featuring rich AJAX or Flash.*
- *Your site is new and has few links to it.*
- *Your site has a large archive of content pages that are not well linked to each other, or are not linked at all.*

While sitemaps can make for speedier crawling and indexing of your pages, there are many other factors that influence the crawling/indexing processes. These other factors include:

- *How many sites link to you.*
- *Whether your content is unique and relevant.*
- *The search engines' ability to crawl the pages successfully.*



A sitemap will provide an additional view into your site; however sitemaps do not replace the search engines' normal methods of crawling the web.

Google, for example, still searches and indexes your sites in the normal way, whether or not you use this program, and sites are never penalised for using this service. This is simply another tool in our arsenal to get your web site to rank well in the search engines for your target audience.

### **Stage 7 - Directory Submissions**

To increase visibility online is the core of every online business marketing strategy. As well as the major search engines there are many directories out there that are specific to the products and services and hence having a strategic audience.

Total Websight have a large database of a multitude of specific directories that suit all types of business. We research your particular industry, establish strategic niches and then submit your web site for inclusion into these areas. Directories also play a significant role when trying to achieve prominent search engine positions. When submitted to a directory, often your web site will be viewed by a real person who will determine how relevant and unique your website is.

After passing his or her scrutiny and editing, your web site should be accepted in the directory. This automatically establishes the credibility of your web site; hence search engines will consider links from directories to be of a higher quality.

Some directories even feed their databases to other directories and search engines. Search engines place a certain factor on directories when judging a website's popularity and relevance. Depending on the quality of the directory and the number of back links your website has, search engines will be able to determine your relevance and qualify your website accordingly. **This is now an important part of the strategy and is *not* the same as the old 'link swapping' technique that was popular some years ago.**

## Stage 8 – Back Links

'Links' play a major role in determining your ranking position on the various search engines. **Obtaining inbound links or back links in quantity and quality can influence your search engine rank immensely.** One simple way to obtain back links is to submit your web site URL to directories. Online directories exist for the sole purpose of providing links for web users to various sites categorised under relevant topics.

'Directory submission' is a website optimisation strategy that no web site owner should ignore!

## Stage 9 - Management Reporting

Total Websight provide weekly marketing reports informing you of how your marketing campaign is performing.

This invaluable data can help you identify how your products or services are performing, which areas need greater attention to improve performance and how potential customers are utilising your website.

The following reports are made available (*subject to package*) and can be accessed anytime from your own secure online management area:

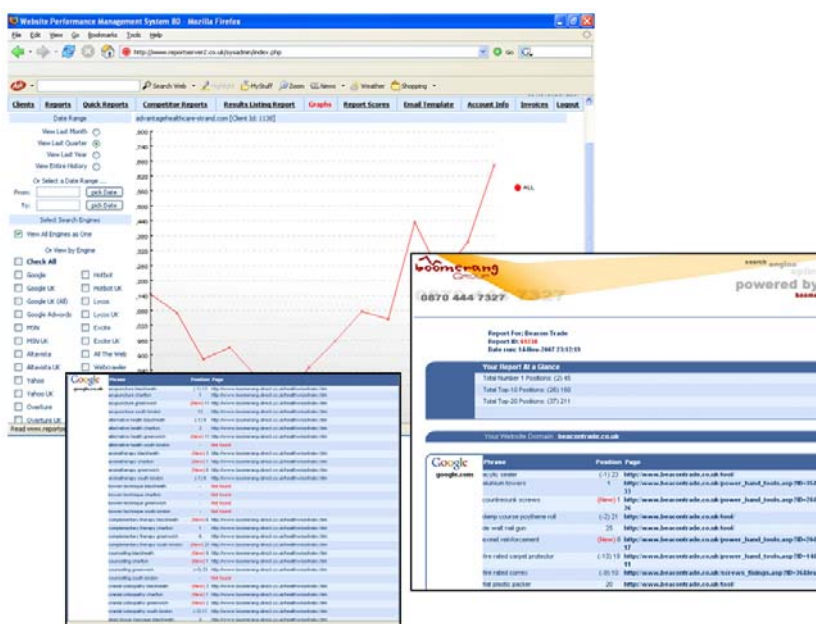
### Key Phrase Report:

Provides your key phrase positions in each search engine at a glance! The report is also invaluable for informing us and you of any change in positions so that relevant action can be taken.

### Statistics Package:

Our detailed stats package allows you to track how surfers are using your website, how many visitors you had for any given period as well as where/how all of your referrals have been generated.

All of these reports are crucial for us to identify trends, improve performance and continue to increase your enquiries to sales ratio.



## Stage 10 - Ongoing management and support

### i) Technology & Algorithm changes

*SEO technology is a technology of analysis and optimisation, helping your website to grow and survive by keeping in tune with the changes in the search engines' parameters. Experienced in carrying out SEO projects, Total Websight offer best of breed SEO technology for developing and managing a website in such a way as to maximise its search engine exposure and visibility. To provide the best SEO solutions, we believe that the following are crucial factors to be considered:*

- a) SEO technology is fast paced and ever changing, we always keep ourselves in tune with the latest changes and seek new ways to improve search results.*
- b) Always provide the capability of making necessary adjustments inline with changes in search engine algorithms - we have developed a very flexible and feasible SEO technology, which can easily work in conjunction with the changes in different search engines' algorithms*

### ii) "The Google Dance/Shuffle"

The name "Google Dance" is used to describe the period that a major index update of the Google search engine is being implemented. These major Google index updates typically used to occur on average every 36 days or 10 times per year. It would usually be identified by significant changes in search results, and by an updating of Google's cache of all indexed pages. These changes would be evident from one minute to the next. But the update does not proceed as a switch from one index to another like the flip of a switch. In fact, it takes several days to finish the complete update of the index; it's that big!

Because Google, like every other search engine, rely on their customers/users knowing that they deliver authoritative reliable results 24 hours of the day, updates pose a serious issue. They can not shut down for maintenance and they cannot afford to go offline for even one minute. Hence, we have 'The Dance'. Every search engine goes through this process, some more or less often than Google. However, it is only because of Google's reach that we pay attention to its rebuild more than that of most other search engines.

However, since August 2003, the famous / infamous Google Dance has become less dramatic. Google now performs updates every week, with most movement occurring on Mondays. These ongoing updates feature mostly minor algorithm and index updates.

So, during any month there will be minor changes in rankings. This is because Google's bot or spider is always running and finding new material. It also happens because the bot may have detected that a website no longer exists, and needs to be deleted from the index. During the Dance, the Googlebot will revisit every website, figure out how many sites link to it, and how many it links out to, and how valuable these links are.

Because Google is constantly crawling and updated selected pages, their search results will vary slightly over the course of the month. However, it is only during the Google Dance that these results can swing wildly. You also need to consider that Google has multiple data centres, sharing more than 10,000 servers worldwide. The updates to the index that occur during every month, and outside of the Google Dance have to get transferred throughout. It's a constant process for Google, and every other search engine. These ongoing, incremental updates only affect parts of the index at any one time due to this decentralisation.