

Website Optimisation

Search Engine Optimisation or SEO is vital to achieve good placement on the major search engines. The object is to make the website pages extremely relevant for the specific keywords and keyphrases, so that it ranks high in the search engine results, and so that you get the correct TYPE of visitor to your website.

What does this all mean?

Getting 100 visitors to your site a month, who ALL become clients, is better than getting 1000 visitors a month, who all open your page, and decide they are at the wrong place, and then leave. The keyword here is RELEVANT TRAFFIC, we aim to increase relevant traffic, and decrease non-relevant traffic.

The major search engines are very good at their jobs, and that is to supply you with website listings, that are the most relevant for the phrase that you are searching. We assess your target market and your competition websites, to generate a list of keywords and phrases that will bring you the correct type of visitors to your site, we then optimise each page for that specific keyphrase.

We identify keywords for your site, integrate the keywords into your website content, while keeping the balance of keyword frequency and weight favourable to the search engines.

Website optimisation is NOT simply adding META tags to your web page, with keywords and description for the page content. A properly optimised web page has the correct keyword Frequency, keyword Density, and keyword Weight to the content on the page. Keyword Stuffing, where you simply place the keywords all over the page, is frowned upon by the search engines, and you will actually get a lower ranking.

A web page needs to offer valid, relevant content to the keyphrase it is being optimised for, and as such, your website content is extremely important to getting good placement in search engine results. Therefore your website content is one of the most important aspects to a well positioned website.