

DISPATCHES

News from The Bureau

September 2008

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Search Engine Optimisation—SEO

Search engine optimisation is a widely used term to describe a process of refining the contents of a Website to improve its position at the search engines. You can spend hundreds or thousands on this kind of service for which there are many providers.

Optimisation companies are good at raising expectations and offer what are extremely tempting services that on the face of it seem guaranteed to generate a first page ranking. The reality is less exciting, although with careful planning search engine optimisation can produce some very positive results.

Be Specific

Successful SEO will draw-in the right enquiries through well researched and carefully selected key words and phrases. A few very specific ones will be a lot more effective than hundreds covering everything you do.

We can research what are the best key words to use for your site and target audience. By analysing in detail the top performing Websites in your sector we can identify a mix of key words that will give you the best chance of being ranked on the first page of the best known search engines. Armed with this information we can then optimise your site to include these words. We can optimise an entire site or a selection of the most important pages such as your Home and key product pages.

Once one or more of these pages has been optimised you should see a positive change to your search engine rankings, so much so that your site visits, enquiries, even business will increase.

Research your Key Words

The first step is to have a Key Word Analysis Report produced. This is a very detailed report full of facts about your Website pages and what the top performing competitor sites in your sector are doing. Without doing this research first you really cannot begin to successfully optimise your Website pages. Armed with this research you can decide how you want to proceed with your optimisation programme.

Building Links

Any Optimisation programme needs to include the building of incoming links to your site as the number of links to your site remains crucial to your Search Engine Page Ranking Score. These will include the directory links that many of our clients have been developing this year as well as other bespoke incoming links from sites similar to your own operating in the same or an associate sector. More recently links to social networking sites have proved valuable and we can Bookmark your site at these.

Having your Web pages professionally optimised and the number and variety of links to your site will give you a better Page Ranking Score to secure a higher place on the search engine results pages. Whilst each search engine has its own particular method of scoring, there is no doubt that when done correctly these search engine optimisation techniques work and prove extremely cost effective for many Website owners.

If you would like The Bureau to produce a Key Word Analysis Report for you or want to know more about Optimising your Website, please contact us by telephone or email and we will be happy to help.

Enquiries - Prices - Appointments
Tel: 01342 301325 Email enquiries@the-bureau.co.uk

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intermediaries**

Useful Websites

The Bureau would like to draw your attention to a small selection of free Website services that may prove useful to you.

■
www.bandwidthplace.com
Allows you to check the Bandwidth speed of your telephone line—whether for Broadband or Dial-up - click on the Bandwidth speed test button

■
www.dnsreport.com
Allows you to check the DNS detail of your Domain—where it is held, where it is pointing and more - type-in your Domain

■
www.whatismyip.com
Allows you to look-up your IP address

■
www.pandasoftware.com
Allows you run a one-off security scan of your system to check for viruses, spyware, adware and other nasties - click on the Active Scan my PC button

