

DISPATCHES

News from The Bureau

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Get Noticed Online

Securing a position on the first page on the major search engines has become a serious challenge. Many of our clients already enjoy a good ranking at the big name search engines but all could be improved. The search engines are vast bustling sites that cannot be relied upon to place you at the top of their listings without first giving them some help.

Optimisation is a term that is now often used in search engine promotions. Some services simply give your site a quick refresh before submitting it again to a list of search engines, whilst one or two will monitor and modify your site continuously. We have run an optimisation service for a few clients over the years which we have now redesigned to deliver a specialised insurance and financial optimisation package. It is not expensive and provides regular monitoring and modification where necessary. In addition we are also launching a new directory linking Service (DLS) to add our clients to a wide range of Web directories.

Our Optimisation package will first review and refresh your Website "keywords" and "page descriptions" within your site's source code and then, where necessary, amend some of your "on page" text. This procedure can help improve the relevance and appeal of the content of your site to improve its position or ranking at the top search engines like Google, Yahoo, MSN, Altavista and many others.



This should not change any good positions you already hold but improve them under different categories. Each search engine has its own selection and ranking criteria and some do not even have an insurance section, so we won't be using them. Google, for instance, considers links from other sites a good indicator of relevance and credibility, ranking these sites higher on their listings.

Adding your site to hundreds of other sites will help you to be found whilst improving your site's ranking at search engines like Google. We have a small team who are now busy adding client sites to Web directories.

If you type in your company name and location into any of the major search engines you should see your site entry listed on the first page. However, when you ask a more specific question your position is often far less predictable. Sponsored links will give some certainty but only for precise phrases and at a cost. On the other hand optimising your site and building its links from other sites will improve your natural search ranking, giving you a better chance of being found under a far wider range of questions and phrases without a cost per click.

By using our specialist knowledge of the UK insurance and financial sector we have designed a Website promotional package that is tailored to your business and target audiences that we feel will improve your search engine rankings and enquiry levels.

The service is open to all clients and takes about a week to set-up for each. We need to review your site, refreshing its keywords and descriptions where necessary, and add it to a directory submission list of about 500 sites. This will set you up with at least 100 new links to your site, refreshed and more focussed page, keyword and description tags and ongoing monitoring to get you noticed online.

Phone or email to subscribe or request more details

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

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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.nsreport.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

