

Off-Site Search Engine Optimisation Tip Sheet - Key Multimedia Ltd

Search Engine Optimisation is the process of optimising the pages within your website in order to achieve better rankings in the Search Engine Results Pages (SERPs).

By optimising your pages you are trying to build relevancy into them that the search engines will recognise, and hopefully act upon them thus improving your position on the SERPs.

Search Engine Optimisation can be broken down into two distinct areas:

- **On the Page Optimisation** - provides about 20%-30% of the total ranking score
- **Off Page Optimisation or otherwise known as link popularity** - provides about 70%-80% of the total ranking score

The table below illustrates some of the main search engine ranking factors.

On Page Factors (20%-30%)	Off Page Factors (70%-80%)
1. Title Maximum 90 Characters	1. Age of the Domain
2. Body Text Word Count, Minimum 200 Words	2. Number of Inbound Links
3. Headings H1/H2/H3	3. Links From Delicious, Technorati, Stumbleupon, squidoo
4. Link Text (Anchor Text)	4. Inbound Link Text (Anchor Text) Keyword Focus
5. Domain Names, File and Folder Names	5. Age of the Domains Linking In
6. Related Words in the Text, Latent Semantic Indexing Score	6. Age of the Inbound Links
7. Keyword Repetition, Proximity, Prominence About 3%-6%	7. Keyword Theme of Domain/Link Page
8. Alt tag attributes in Images and Links	8. Google Page Rank of Inbound Link Pages
9. Page Size and Code to Text Ratio	9. Directory Listings (DMOZ.org, Yahoo, Second Tier Established Directory Listings.
10. Search Engine Friendly Navigation No Session IDs	10. Niche Directory Listings
11. Number of Pages Indexed on the Website	11. Inbound Links From Authority or Subject Matter Expert Sites.
12. Website Freshness/Frequency of Updates	12. Domain Registration Length, the Longer the Better
13. Number of Outgoing Links and Relatedness	
14. Domain Class (.edu/.org/.com..etc)	
15. Site Map	

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For more information about unlocking the potential of your website call 01305 755609 or visit <http://www.keymultimedia.co.uk>



Off-Page Search Engine Optimisation

If you're serious about getting great ranking on Google you need to be serious about linking.

Links can be viewed as a "vote of confidence" for your website

Lots of methods for link building:-

- Submitting to appropriate Directories
- Article & PR marketing
- Forum & Blog posts
- Social Networking
- Remember your anchor text !

Using anchor text to boost your search engine rankings

Anchor text is the hyperlinked words on a web page - the words you click on when you click a link. Here's an example, [search engine optimisation in Dorset](#), in which "search engine optimisation in Dorset" is the anchor text.

Anchor text gives your visitors useful information about the content of the page you are linking to.

Anchor text is so important because it tells search engines what the page is about. Used wisely, it boosts your rankings in search engines, especially in Google.

Tip:

Use your keywords in anchor text when creating links on your site or external sites.

Building Links

Remember the key reason for using this technique is to build credibility for our own site content.

Links for the sake of links have no value whatsoever. Indeed, they can damage your rankings. The key concept here is to identify a group of highly regarded websites that give you the opportunity to gain a link from.

- To start you must have good content on your site.
- You should also publish outbound links that your site users will find valuable.
- Finally, you should have a target list of external sites from which you can request links.

A small number of inbound links from great, relevant sites will be much more valuable than many links from low-traffic, irrelevant sites.

"Create good content, link to great content and great content will link to you"

Directories and Search Engine Optimisation

A link from a directory gains a lot of weight from Google because they value it as a form of endorsement. You may have used some directories yourself, like Yahoo. Or you may have used some without even knowing it, like The Open Directory Project (DMOZ.org) that powers many of the most popular search engines, including Google.

Each directory is different and offers different options for obtaining links to your site. The different type of directories include:-

1.) Free Submission: No charges for inclusion. DMOZ.org is the largest and powers Google, AOL and even Yahoo Search (not Yahoo directory.) Be sure to follow their submission guidelines and pick the most appropriate sub category possible for inclusion. This is extremely important.

2.) Paid Submissions: These directories charge a fee to review the submitted link and possibly place the page. You might pay a few pounds as a one-off fee or a recurring annual fee. Paid entries normally guarantee entry.

3.) Reciprocal Link: These usually require you to link to the directory before they will even consider linking back.

4.) Featured Link: Your link gets a premium spot that you pay for.

5.) Featured Homepage Link: This is a featured link on the homepage. Can be expensive.

Here are the five top directories offering free listings. Some even provide inexpensive expedited listing services or featured listings:

- 1.) <http://www.dmoz.com>
- 2.) <http://www.directoryvault.com>
- 3.) <http://www.domaining.in>
- 4.) <http://www.getlistedrightnow.com>
- 5.) <http://www.visitalink.com>

Distributing Articles & Press Releases

Article and PR marketing is writing short informative articles on keyword topics related to your site. You then submit these carefully crafted articles to article and e-zine directories on the web. When your articles are picked up by related sites, you receive quality One-Way links. The higher the quality of your article, the more links you will receive.

Popular Article Directories include:-

- <http://www.Ezinearticles.com>
- <http://www.GoArticles.com>
- <http://www.Isnare.com>
- <http://www.ArticleDashboard.com>

Popular PR Resource include:-

- <http://www.PRWeb.com>
- <http://www.PressBox.com>

Using Social Media

If you want to attract repeat visitors and want them to stay longer, you may wish to focus on the social aspects of your site. The types of audience you are trying to connect with are already used to using this medium – so it would seem advantageous to try and use some of those techniques in order to engage with them.

Social Media uses technologies like RSS, blogging, podcasting, tagging, etc. and offers social networking (MySpace, Facebook), social video and picture sharing (YouTube, Flickr), and community-based content ranking (Digg) features.

Suggestions for Applying Social Media to your website

Tip 1. Create an organisation Facebook page and link the biography in the Profile of your Facebook page to your website.

Tip 2. Install a Blog and start publishing at least one article in your blog every week.

Tip 3. Provide an easy bookmarking feature to social bookmarking sites like del.icio.us on your main website and your blog pages.

Bookmark/Search this post with:



Tip 4. Identify Social Networking sites, Blogs and Forums where relevant topics are being discussed and participate.

Tip 5. Provide a "Send to Friend" feature on your pages. This feature is a link that sends the article, product description, etc. to a recipient via e-mail.

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