

Search Engine Optimisation - Action Plan.

The following document contains a detailed set of actions that will guide you through the optimisation of your website. Using the analysis of your site (guided by the flowchart) as input, complete the actions that are relevant to your website.

Action Plan

Action	Details
1.1	The issues detailed below may require a more in-depth analysis of your website design and architecture. Please arrange to speak in more detail with a NB2BC consultant. Splash Page If you use a 'splash page' then the most important page of your website, the homepage, is providing no information to the search engine and you are missing an opportunity to gain higher rankings. Framed Site Search engines can have problems indexing framed sites – primarily because the pages on such websites correspond to a single URL. Flash Flash animations are not search engine friendly (although some are now claiming to be able to index Flash) and text is always better than Flash from this point of view. Page content should not be embedded within Flash files. Overly Graphical Over use of images will give the search engines less information from which to create the index of your site. Primary Navigation If your primary navigation requires Flash, Java or JavaScript it is likely that search engines will be unable to index much of your site. To ensure a well indexed site, each page should be connected with a static link. Options include using a site map, repeating menus with static links at the bottom of each page and the use of breadcrumbs. Tip: If your website has not been indexed by search engines, or the number of pages that have been indexed is considerably lower than expected, the architecture of your site could be hindering the search engine spiders.
1.2	When you have optimised your website, you should register it with the major web directories below: The Open Directory Project (www.dmoz.org) The Yahoo Directory (http://dir.yahoo.com/) Tips: To add your site to these directories, visit the homepage of each one and look for a link something like, Add URL or Submit Site, follow this link to register your site with the directory.

	Other directories include: LookSmart Directory (www.zeal.com) B2B Today (www.b2btoday.com) A list of topic specific directories can be found at the Internet Search Engine Database website (www.isedb.com)
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Action	Details
2.1	Compile a list of keywords and phrases which define the products and services you provide, but also reflect the focus of the particular webpage. Brainstorm your keywords/phrases below: Tips: Defining a set of keywords/phrases is vital to search engine optimisation as these are the components by which a user forms a search. Good keywords should be relevant to your business, but also should be popular with searchers.

	Do not use ‘company speak’, try and think from a customer perspective. How would a customer describe the products/services you provide? Why not ask your customers? Do not use broad, generic terms such as ‘software’ as these will be highly competitive in the search engines.
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Action	Details
2.2	Refine your list, selecting the 20 or so which are most relevant to your business and the particular webpage being considered. Write them below: keyword/phrase 1..... 2..... 3..... 4..... 5..... 6..... 7..... 8..... 9..... 10..... 11..... 12..... 13..... 14..... 15..... 16..... 17..... 18..... 19..... 20.....

Action	Details																						
2.3	Measure how popular each keyword/phrase is as a search term. Further refine your list, by selecting the 10 most popular terms. Tip: Use the Overture Keyword Selector Tool to measure how popular each keyword/phrase is as a search term. http://inventory.overture.com/d/searchinventory/suggestion/ <table border="1"> <thead> <tr> <th>keyword/phrase</th><th>search count</th></tr> </thead> <tbody> <tr><td>1.....</td><td>.....</td></tr> <tr><td>2.....</td><td>.....</td></tr> <tr><td>3.....</td><td>.....</td></tr> <tr><td>4.....</td><td>.....</td></tr> <tr><td>5.....</td><td>.....</td></tr> <tr><td>6.....</td><td>.....</td></tr> <tr><td>7.....</td><td>.....</td></tr> <tr><td>8.....</td><td>.....</td></tr> <tr><td>9.....</td><td>.....</td></tr> <tr><td>10.....</td><td>.....</td></tr> </tbody> </table>	keyword/phrase	search count	1.....		2.....		3.....		4.....		5.....		6.....		7.....		8.....		9.....		10.....	
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2.4	NOW REPEAT THIS PROCESS FOR THE MAIN PAGES IN YOUR WEBSITE																						

Action	Details
3.1	Write down the page titles from the main pages in your website: Page titles 1..... 2..... 3..... 4..... 5..... 6..... 7..... 8..... 9..... 10.....

Action	Details
3.2	Write down the page title from your homepage: Using the keywords/phrases developed for your homepage (action 2.3), rewrite the page title for your homepage so the most important <i>keywords/phrases</i> are prominent in the title. Use 8-10 words:

3.3	Rewrite the title tag above so that it is <i>compelling</i> and <i>attention grabbing</i>, whilst also containing your most important keywords/phrases: Tip: Page titles appear in the search engine results page of some search engines, therefore, the page title should be a compelling statement that catches the interest of the searcher and encourages them to click on your result (as opposed to the other 15 results that appear in front of them). Some thoughts for creating title tags: -Use questions in your title tags, -A title tag is a advertisement for your company, -Make them short, snappy and easy to read, -Suggest a problem you can solve.
3.4	WHEN YOU HAVE DEFINED THE KEYWORDS/PHRASES FOR THE MAIN PAGES ON YOUR SITE (ACTION 2.4), FOLLOW THE PROCESS ABOVE TO REWRITE THE PAGE TITLES DEFINED IN ACTION 3.1, FOR EACH PAGE ON YOUR SITE.

Action	Details
4.1	Write down the H1 heading from your homepage:
4.2	Consider the use of H1 headings on all your web pages. Tip: Some search engines will give words found in the ‘H1 heading’ a boost in relevancy. The H1 tag is used to specify page or topic headings.

4.3	Using the keywords/phrases developed for your homepage (action 2.3), rewrite the H1 heading for your homepage so that it starts with your most important <i>keywords/phrases</i>:
4.4	Using the keywords/phrases developed for your homepage (action 2.3), rewrite the copy for your homepage ensuring that you most important keywords/phrases appear in the copy. The copy for each webpage should be a minimum of 250 words to enable the search engine to fully index it. Don't overdo it – keywords/phrases should appear 2-3 times each per page. REMEMBER – you are writing for a machine and human readers, the copy should make sense to both.
4.5	Edit your existing homepage copy, or that created in action 4.4 above, to include internal links that use the keywords /phrases developed in action 2.3 (contextual links). Tip: Internal links that appear in your webpage help users to navigate around but also enable search engines to fully index your site. Internal links should be contextual, in other words the link text is compiled from meaningful words (not 'click here'). Some search engines place more emphasis on link text so keywords/phrases should be used in link text.

4.6

Identify all the images on your homepage and write the file names below:

File Name
Image 1.....
Image 2.....
Image 3.....
Image 4.....
Image 5.....
Image 6.....

Tip:

Use the text viewer at: www.delorie.com/web/lynxview.html to identify the images on your web pages.

Navigation images and product images should have text descriptions (ALT tags). ALT tags allow users with graphics turned off (or visually impaired users) to still use a website.

Some search engines use ALT text as part of the indexing process, hence the ALT tags should use the keywords identified in action 2.3, whilst also describing the purpose of the image.

For each image identified on your website page, create an ALT tag, which describes the image using your keywords/phrases:

ALT text for images
Image 1.....
Image 2.....
Image 3.....
Image 4.....
Image 5.....
Image 6.....

Action	Details
4.7	Write a brief description of your website homepage using between 25-30 words. This description should be relevant to the content of your homepage and should include some of the keywords/phrases identified in action 2.3. Homepage description Tip: Some search engines use the page description to populate the search results page. The major directories will also require a page description when you register your site.
4.8	WHEN YOU HAVE DEFINED THE KEYWORDS/PHRASES FOR THE MAIN PAGES ON YOUR SITE (ACTION 2.4) , WRITE PAGE DESCRIPTIONS FOR EACH PAGE ON YOUR SITE

Action	Details
5.1	Measure the number of web sites that link to your site and write this below: No. of inbound links Google..... Yahoo..... MSN..... Total inbound links.....

	Tip: Use the following tool: www.seochat.com/seo-tools/link-popularity/
5.2	Of the sites that link to you, rate them in terms of PageRank and write the top 5 below: Inbound links (in PageRank order) www..... www..... www..... www..... www..... Tip: Use the following tool www.seochat.com/seo-tools/pagerank-search/ Inbound links from high quality sites will not only drive traffic to your site, but will also improve the ranking of your own site, making it more attractive as a target for inbound links.
5.3	Develop a strategy for increasing the number of inbound links to your website. Sites that link to you will drive traffic to your site and will increase your standing amongst the search engines (an inbound link is considered a vote of confidence for your site). Sites that link to you should be high quality and relevant to your business. Tips: 1. Set an objective. Set a target for the number of sites you want to link to your site? What type of sites are you looking for (industry specific) 2. Develop good content. There is no substitute for good content. It's content that customers look for, content that gets you up the search engine rankings and content

	that encourages others sites to link to yours. 3. Make sure your content is well written. Your copy needs to be well written and needs to be accessible to search engines. That means being aware of the words that people will use looking for your products and incorporating those words into your titles and descriptions, headings and subheadings, and of course in your linking text. 4. Start your link building campaign by looking at directories. These should be general web directories such as DMOZ and Yahoo, but also topic specific directories. 5. Use your existing business network. Will your current customers or suppliers consider putting a link to your website on their site? 6. Move onto media sites. Media sites have large audiences of people looking for information. 7. Monitor and evaluate. As a minimum you should measure: How much increased traffic comes from links Which links bring the most traffic How much does your search engine traffic increase How much your sales increase as a result
5.4	To improve the PageRank of your site, follow action 5.3. Tip: Use the following tool www.seochat.com/seo-tools/pagerank-lookup/ to measure the PageRank of your homepage.