

Google™
bing™
YAHOO!®



Search Engine Optimisation Strategies for the Modern Organisation

Search Engine Optimisation

The Challenge for the Modern Organisation

An Overview of Search Engines

The Internet brings many benefits to marketing, the essential elements being a relatively low cost and the ability to create awareness of your organisation and distribute essential messages and information to a global audience.

The big challenge is how to get 'share of voice' in an increasingly crowded web world. One solution to this problem is using search engines, an integral part of the internet experience and the most widely used method for navigating the web. Considering the amount of information that is available from a good search engine, it's similar to having the Yellow Pages, a guide book and a road map all rolled into one. Everyone using the web has their own preferred search engine saved in their PC favourites, ready to find the information they need online.

Since the appearance of the first search engines in the mid 1990s, major changes in website marketing have occurred. There has been a move away from general advertising to an increasing focus on the power, relatively low cost and demonstrable results that can be generated for organisations by marketing through search engines. This move has been prompted by a major change in consumer habits, where almost every requirement at home or at work involves users first going to their trusted search engine of choice to search for available options.

Capitalising on the Benefits of Search Engines

Because of the complex technology involved in search engines, a secondary 'search marketing agency' market has evolved. With organisations having understandable difficulty in working out how and what search engines do, and little in-house expertise, many consider third party agencies to manage their search marketing.

However, with a broad understanding and insight into what search engines do, who are the primary players in this increasingly large search market, and how you can best capitalise on their benefits, organisations can readily make search engines an integral element of their business strategy and a successful part of their marketing mix.



The screenshot shows the Google Business Solutions page. At the top left is the Google logo and the text 'Business Solutions'. Below this are links for 'Home' and 'About Google'. The main content is organized into several sections:

- Getting started?**
 - Advertise on Google with AdWords:** You can advertise your business on Google regardless of the size of your budget. Your ads appear on the right hand side of the Google search results page and connect you with potential customers when they are searching keywords relevant to your business. [Learn more >](#)
 - Earn revenue from your website with AdSense:** Earn more revenue from your website and give visitors a more rewarding online experience. Google AdSense delivers ads to your site that are precisely targeted to its content. [Learn more >](#)
 - Get listed on Google Maps:** Millions of people search local listings each day; help them find you. You can even create coupons to reward customers and attract new ones. And it is free. [Learn more >](#)
- Browse all of our business solutions**
- Put your information on Google:** By putting your business, product and website information on Google, you'll make it easier for new customers to find you and your products. You can submit your:
 - [Business information](#) on Google Maps
 - [All types of content, including your products](#) on Google Base
 - [Web pages](#) with Google webmaster tools
 - [Books](#) with the Books partner programme
- Enhance your website:**
 - [Checkout:](#) Offer customers a faster, more secure way to buy online, and increase sales by driving more traffic and higher conversions.
 - [Analytics:](#) Use easy-to-understand visually enhanced reports to help you make profit-generating improvements to your website.
 - [Website Optimiser:](#) Automatically test different site content in order to maximise visitor conversion rates.
 - [Web Search and Site Search:](#) Provide Google search results to users who want to search the web or just your website.
- Increase your productivity:**
 - [Find information in your organisation:](#) **New!** Maximize website ROI and internal productivity with Google-powered search for your website or intranet.
 - [Email, calendar and IM:](#) Private-label Google Mail, Google Calendar and Google Talk for free. No hardware or software required.
 - [Share documents and spreadsheets online:](#) You and your colleagues can collaborate on projects in real time from anywhere.
 - [Visualise business information:](#) Add the power of Google's mapping and 3D visualisation technologies to your business applications.

Search Engine Optimisation (SEO)

Search engine optimisation (SEO) is the process of improving both the volume and quality of visitor traffic to a website from search engines through 'natural' unpaid search results. The proven theory is that the higher a site appears in a search engine results list, the more website visitors it is likely to receive from the search engine. Search engines generally display two types of results, 'natural' or organic' listings and 'paid for' listings where advertisers can bid to appear in a particular prominent position within the search engine results page.

SEO has expanded to target many different kinds of search, including image and video search, news, shopping, maps and local searches, and more focused areas such as academic papers, blogs, sports and jobs.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimising a website to ensure successful search engine pickup primarily involves editing website content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Whilst a smaller size website of up to a dozen pages or so can be 'hard-coded' to improve search engine pickup, most organisations with larger websites avoid the expertise, time and effort this requires. Many take advantage of the large number of stand-alone or integral website Content Management Systems (CMS) available to link to their website to manage the majority of their website search engine optimisation requirements. In addition, a number of web based or 'cloud' website solutions are also now available offering built-in SEO optimisation tools.

Search Engine Marketing (SEM)

Search engine marketing (SEM) is a specific internet marketing term generally used by marketing agencies to cover the spectrum of activities they undertake involved in Search Engine Optimisation. Because of limited expertise and skills in this area, many organisations have historically outsourced SEM activities to specialist agencies. SEM generally includes:

- Search engine optimisation (SEO).
- Managing paid search engine listings.
- Advertising with search engines.
- Submitting sites to directories.
- Developing online marketing strategies to promote websites.
- Helping organisations to increase their visibility in search engine results.

Apart from the largest organisations, the experience of many organisations across all sectors is search engine marketing agencies are relatively expensive and do not necessarily provide a good return on investment (ROI). The results that can be generated from in-house website SEO strategies, plus core in-house managed advertising using tools such as Google Adwords, can often be of almost as good a quality at a lower cost and better ROI.

Search Engine Marketing Management (SEMM)

Some of the latest theoretical advances include Search Engine Marketing Management (SEMM), which relates to activities including SEO, but focuses mainly on return on investment (ROI) management instead of relevant traffic building, as is the case with mainstream SEO. SEMM also integrates organic SEO and Pay Per Click (PPC) SEO.

Making the most of Search Engine Optimisation (SEO) on your website

Search engine marketing (SEM) and Search Engine Optimisation (SEO) are often perceived as a 'black art'. Indeed many web companies run their entire business model based on helping organisations improve their search engine rankings and optimisation, knowing that many organisations do not always have the time or expertise in optimising their website once it has been launched.



Google still remains the most important search engine for organisations. Whilst it is less dominant in the US, in the UK Google still consistently maintains around 90% share of all online searches. However, this may change as, in May 2009, Microsoft and Yahoo! allocated a combined \$200m in product support around the Microsoft Bing! search engine.

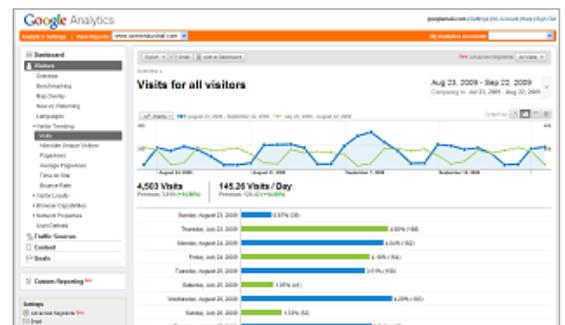
Whilst it is true that there are extensive and sophisticated strategies that can be used to improve search engine rankings, the core SEO strategies outlined below are likely to achieve around 80% of the potential any website has to improve its search engine pickup and ranking. Key SEO factors are outlined in the checklist below.

Effective website, page and content structure to help search engine pickup and SEO	
Aim to understand all you can about how Google works, including Google Adwords and Analytics.	✓
Create web page content to ensure search engine pickup by using key search phrases in body text.	✓
Ensure web page content has a short 'header' and sub-header' and relevant internal cross-site links.	✓
Help search engines find your website more easily with joint links with associated partner websites.	✓
Ensure pages in older versions of your website have effective web page redirects to your new site.	✓
Aim to understand how each search engine works and create appropriate tactics for your website.	✓
Add 'friendly URLs', web page titles, meta keywords and link / image alt tags to all your web pages.	✓
Add a search engine friendly 'site map' to your website to aid pickup by most search engines.	✓
Add Google Geo-coordinates to help users searching for organisations in their area to find your site	✓
Talk to experts who understand how to prompt the 'robots' that each different search engine uses.	✓

Google Adwords and Google Analytics

Google Adwords offers the ability to promote your website with an advert that appears on the right hand side or the top of any Google search. The Adwords system is managed online and works by 'bidding' on a cost per click (CPC) for a ranking when a Google visitor types in particular search words. Your competitors are also likely to be bidding for Google top Adwords slots, so the skill is optimising both your chosen keywords and budget.

Google Analytics are able to be built into your website to monitor website trends such as the number of page visits, page views, the average time spent on your site, how visitors got to your site and their location. Google Analytics provides a clear view of how successful your online and offline marketing campaigns have been, showing how many extra website visitors you obtained, and with the ability to set key 'conversion' goals so you can also track how much business your campaign generated over a given time period.



Google Adwords

Launched at the start of Google in 1997, Google's Adword business model is to encourage organisations to advertise with them, adding paid for advertisements at the top and right hand side of their search results pages that display 'natural' or 'organic' searches. Google Adwords offers the ability to promote a website on Google by 'bidding' for a ranking, when a Google visitor types in a particular search keyword string. An Adword budget is set at a maximum daily spend from £0 to £60. How much each 'click' costs is then chosen, which determines the Google advert display 'pecking order'. There is no minimum spend requirement or time commitment and, with the cost-per-click system, there is only a charge if people click on the Adword advert and go to your site.

Adwords provides a number of built-in online tools to help clients who are new to Adwords and the principles of search engine advertising. The 'help' area on the Adwords site aids with questions such as those listed below:

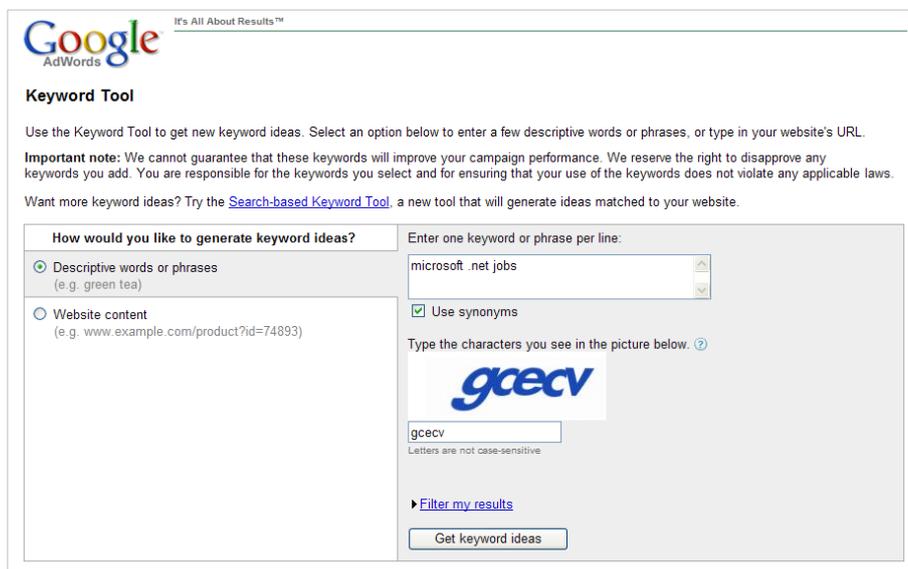
- How do I add, edit, or delete keywords?
- How do I choose a maximum CPC (Cost Per Click) bid?
- Keyword matching options
- What are custom alerts?
- What are the different bidding options?

Google Keywords Tool

The most useful of the online tools on the Adwords site is the 'Keyword matching options' that can be used to review which are the best permutations of two to four keywords to bid for and get new keyword ideas. All you need to do is enter a few descriptive words or phrases. This is a good start in helping with your Google Adwords campaign but not the entire picture. It is worth spending some time brainstorming how your products and services are likely to appeal to Google search engine visitors, and what key words they are likely to use to potentially find your website(s). It is interesting to note that there is a comment on the Google Keyword tool web page saying 'we cannot guarantee that these keywords will improve your campaign performance.'

Example of use of Google Adwords

A fictional technology company, MS Solutions, wants to recruit Microsoft .Net staff to join their company and run a careers campaign using Google Adwords, to reduce their spend on external recruitment consultants. MS Solutions sets a total Adwords budget that can be capped within the Adwords system of £500 per month.



The first stage in using the Google Keywords tool is to enter the two to four keywords that you think will be most suitable for the products or services you offer.

In this case MS Solutions decide to try 'Microsoft .Net jobs' but under 'filter my results' they want to filter out anything that says sales, career, careers, employment, recruiters or recruitment to focus the results.

The results that come back indicate that the specific search 'Microsoft .Net jobs' has been searched for 36 times, and the tool provides suggestions for higher volume searches for MS Solutions to choose from.

Match Type: [?](#)

Advertiser Competition Local Search Volume: August Global Monthly Search Volume

Keywords [?](#) [?](#) [?](#) Broad [v](#)

Keywords related to term(s) entered - sorted by relevance ?				
microsoft net job	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	36	110	Add v
microsoft .net jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	Not enough data	Not enough data	Add v
				Add all 2 »
Download all keywords: text , .csv (for excel) , .csv				
Additional keywords to consider - sorted by relevance ?				
find jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	201,000	201,000	Add v
online jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	673,000	823,000	Add v
job search	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	2,240,000	3,350,000	Add v
internet job	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	49,500	49,500	Add v
jobs it	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	823,000	1,830,000	Add v
internet jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	165,000	165,000	Add v
job opportunities	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	673,000	823,000	Add v
it jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	2,240,000	1,830,000	Add v
ceo jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	165,000	165,000	Add v
local jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	246,000	301,000	Add v
medical jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	2,240,000	2,240,000	Add v
finance jobs	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	823,000	1,220,000	Add v

Some suggestions in the 'keywords to consider' list are clearly not suitable, such as 'medical jobs, finance jobs' and 'ceo jobs', but given that Microsoft .net is a fairly commonly used technology, MS Solutions decide that 'IT jobs, 'jobs IT' and 'internet jobs' are also useful to add to their list of keywords for which they will bid.

Once the most suitable two to four word keywords suggested by the Google Keywords tool have been chosen for their Adwords careers campaign, MS Solutions then add the appropriate keywords to match their allocated £500 per month Adword budget. They decide to set a bid limit of £2.50 on all of their keywords, although any permutation from £0 to £60 is possible. An average bid is usually between £2 and £10.

They also set a limit of £20 per day (eight clicks of any of their advert combinations all 'bid' at £2.50 each). So, if they get six clicks every day on any adverts, over a month they will spend 30 days x £20 = £600. In reality, in many cases their adverts will not be clicked on, either because they have been outbid by a competitor (in which case their advert will not appear, or be very low down) or the person searching in Google decides not to click on their advert. For this reason MS Solutions decides to create four adverts, all triggering off at least 20 keywords.

Creating Adword Content

Stage two is to create a range of adverts to attract and potentially recruit the best Microsoft .Net candidates. Even if Google search engine visitors typed in the exact keywords the technology company had identified as relevant, and MS Solutions had paid a suitable 'bid' amount to appear in the top 3 in the Google advert listings, the prospective Microsoft .Net expert would still only be likely to click the advert if the content had direct appeal.

[Microsoft .Net Jobs](#) 
MS Solutions – the Microsoft experts
High base & OTE for top .Net experts
www.mssolutions.co.uk

In this example, the company MS Solutions has aimed for a direct money-focused approach to recruit the best Microsoft .Net staff. They have focused on their key benefits of a high base salary and good on target earnings, and that they employ the best Microsoft people.

In most cases, this advert is just one of a few or even hundreds of wording variants that have been created within the Google Adwords system, triggering from slightly different keywords in each case.

Reviewing your Google Adword Advert

Once you have created your adverts then it is worth reviewing them all. Adwords allows you to see each advert with all the keywords that each advert will be using for clicks. In this case the screen below shows the results of the advert campaign just a few days after it has gone live, and 'IT jobs' has clearly been a good choice.

Ad Group: careers campaign
[Microsoft .Net Jobs](#) Active [Edit Ad Group](#)
 MS Solutions – the Microsoft experts
 High base & OTE for top .Net experts
www.mssolutions.co.uk

Keyword	Status [?]	Current Bid Max CPC	Clicks	Impr. ▾	CTR	Avg. CPC	Cost	Avg. Pos.
Total	Enabled	Default £2.50 [edit]	41	5,558	0.73%	£1.29	£52.98	1.3
IT jobs	Active	£2.50	32	5,266	0.60%	£1.10	£35.34	1.2
it jobs uk	Active	£2.50	4	168	2.38%	£2.28	£9.13	2.5
it manager jobs	Active	£2.50	4	37	10.81%	£1.66	£6.62	1.5
it careers	Active	£2.50	0	15	0.00%	-	-	1.2
job consultancy	Active	£2.50	0	15	0.00%	-	-	2.2
microsoft .Net	Active	£2.50	0	15	0.00%	-	-	1.5
microsoft .Net developer	Active	£2.50	0	13	0.00%	-	-	3.4
microsoft software consultant	Active	£2.50	0	8	0.00%	-	-	1.4
microsoft jobs	Active	£2.50	0	6	0.00%	-	-	1.0
microsoft jobs uk	Active	£2.50	0	6	0.00%	-	-	1.4
.Net jobs	Active	£2.50	1	6	16.66%	£1.89	£1.89	2.0
.Net job	Active	£2.50	0	2	0.00%	-	-	1.0

Once MS Solutions are satisfied with their adverts and keyword choices, they set each advert to be a live Adwords Campaign. It is then good practice to go into Google and act as if you were your own target customer to see how your series of adverts works. By entering in the two to four word keywords and phrases that you selected in Google Adwords, you can then test out how well your campaign is likely to work. In this case, you are imagining you are a Microsoft .Net specialist looking for a move, and enter '.Net jobs' into Google.

Google search for ".net jobs" showing search results and sponsored links. The search results include links to CWJobs, totaljobs.com, and various job portals. The sponsored links section features several ads for Microsoft .Net Jobs, with the top ad from MS Solutions highlighted in a box.

MS Solutions' advert appears in the No.1 advert slot on the ranking in the RHS column - a good result.

A good aim is to get your Adword advert to appear within the top three ranking in the right hand side column.

Up to three 'sponsored link' top adverts can also appear at the top of the page within Google. In this case only two top adverts appear, and often none appear. These adverts generally only appear if a higher keyword bid budget is paid with Google, the budget of which will vary depending on how popular the bidding is for particular keywords within Google. The top advert slot is clearly a better result if you can achieve it, but you may need to be prepared to increase your budget to £10 per click or higher to achieve this. Depending on your revenue and margins from website generated business, this may be beyond some marketing budgets. However, for those organisations with products and services of higher value, the opportunity to have a prominent top banner advert on Google may have a very strong appeal.

Running and monitoring your Google Adwords Adverts Campaign

Having set your budget, created your keyword list and a range of adverts along similar themes, with direct wording to appeal to your target audience, the next stage is to run your campaign over a realistic time period to give you a good chance of assessing whether it is working, or whether to amend it. You can then use the tools within the Google Adwords site to review how each of your campaigns are progressing, and amend each adverts, keywords or budget as is appropriate.

It may well be that your advert does not appear at all, or lower down in the right hand side rankings. If this is the case, then you should consider increasing your budget for the keyword phrase you used or, if the cost required is too high for your overall Adwords marketing budget, then changing the keyword or phrase for a new one may be a more effective way of spending your Adwords budget. In this example you have obviously been outbid by the large job portals CW jobs and Total Jobs, as their two adverts have appeared at the top of the Google search page results. Whilst it is not possible to know exactly what these two other companies have bid to get the number one and two slots in the rankings, you know that they paid more than your bid of £2.50 per click.

Based on trialling your keywords out within Google, you can then decide whether to up your bid per click for Google keyword '.Net jobs' , or look for other keywords where your budget can be more effectively spent.

Improving your 'natural' search listing on Google

There are a number of tactics to focus on that are specific to Google, to ensure your site gets a high ranking:

- Maximise the number of links you have within your site and to and from your website to other sites.
- Pay attention to web page text and use key phrases and keywords throughout (but don't overdo them).
- Use keyword links i.e. instead of 'click here' in links to your website use 'Microsoft .Net staff' for example.
- Use 'alt' tags on all images that clearly describe in plain english what each image is, to help search pickup.
- Use meta descriptions / robots to provide page-specific directives on handling your links to search engines.

Whilst the Google Adwords format is fixed in terms of the limited layout and character limits, it is possible to gain a more extensive Google natural listing. This is not a listing format you can request or create yourselves and it is decided on at the discretion of Google. A fictional example for MS Solutions is shown and is influenced by:

- Having your current website live with consistent page content for at least three to six months.
- Ensuring your website is fully optimised for Google search engine pickup.
- By gaining a large volume of direct hits on your website.
- By having other 'quality links' (Google's term) from other websites linking to your own site.
- Whilst difficult to verify, it is strongly suspected running Google Adwords campaigns also helps significantly

[The UK's largest employer of Microsoft .Net staff ...](#)

Microsoft Gold Partner MS Solutions offers the best roles matched with top salaries and excellent career prospects in an organisation regarded as one of the UK's top partners.

www.MSSolutions.com/careers - 33k - [Cached](#) - [Similar pages](#)

[Join MS Solutions](#)

[Contact Us](#)

[Upload your CV](#)

[Brochure](#)

[Careers at MSS](#)

[Jobs](#)

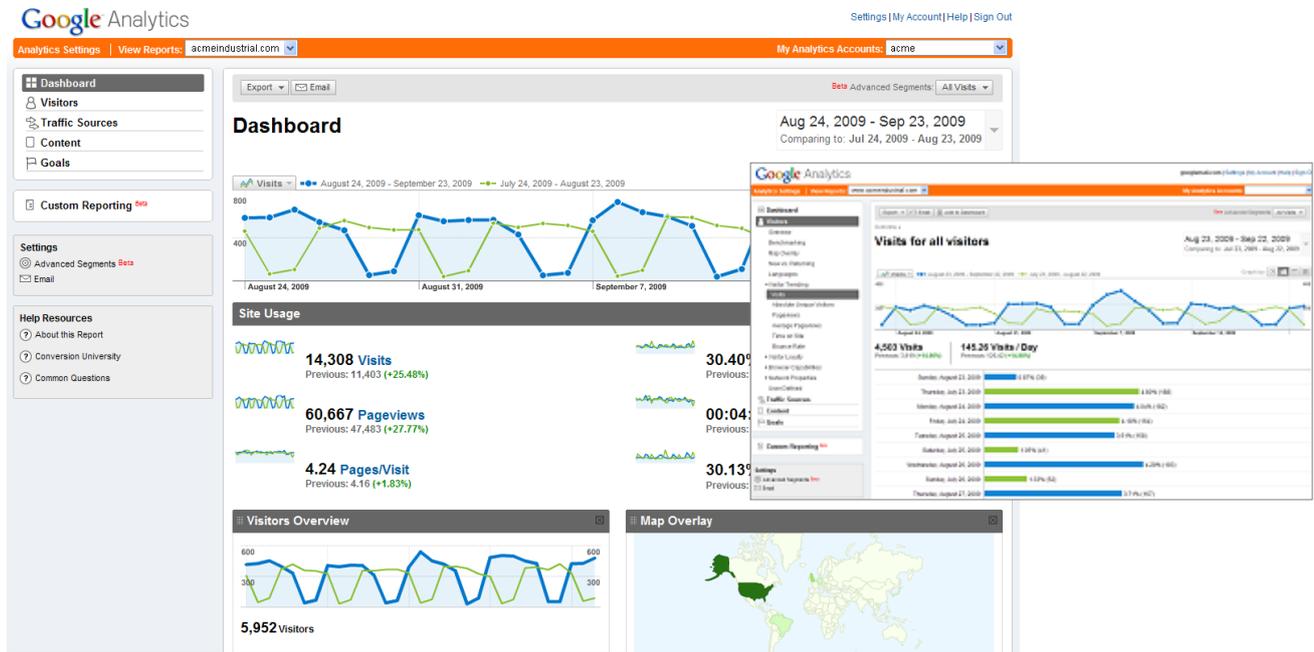
[Permanent Staff](#)

[Benefits](#)

[More results from MS Solutions »](#)

Google Analytics

Google Analytics that can be built into your website monitor website performance trends such as the number of page visits, page views, the average time spent on your site, how visitors got to your site and their location. The facilities enable you to review how your website or particular web pages or content are improving their appeal over any time period. You are also able to compare two specific time periods directly using Google Analytics.



Website performance trends you can monitor using Google Analytics

Key website statistics	Example	Factors influencing website visitors
Visits	13,100	Depends on website marketing
Pageviews	55,235	Depends on website marketing
Pages per visit	4.20	No. Pageviews divided by No. Visits (aim for 6 +)
Bounce rate (leaving your site)	30.2%	Appeal of site content to visitors (aim for < 40%)
Average time on site (minutes)	4.43	Appeal of content to visitors (aim for > 5 minutes)
New visits	30.2%	Depends on website marketing
Website Visitors	Example	Factors influencing website visitors
Unique visitors	5,618	Depends on website marketing
Location	Analytics world map	Location from where visitors accessed your website
Browser profile	IE7, Mozilla, Chrome	The browsers people used to view your site
Traffic Sources	Example	Factors influencing website visitors
Direct traffic	42%	Depends on website marketing
Referring sites	54%	Depends on partner referral programmes
Search Engines	4%	Depends on search engine marketing
Content Overview	Example	Factors influencing website visitors
Site entrance and exit pages	N/A	Depends on web marketing focus
Top landing pages	N/A	Depends on web marketing focus

Other Search Engine Strategies

This document is not intended to cover all of the areas of search engine optimisation in detail, but utilising some of the additional strategies below will certainly help your website to be picked up and ranked more highly.

SEO area	Details and comments
Core website build	Best practice SEO and accessibility e.g. W3c, XHTML 4.01 and WAI AA compliance.
Page text body text	Use words and phrases commonly searched by search engines in page body text.
Internal website links	Improves search engine track-through within your own website.
External website links	Having page links to other external websites improves search engine ranking.
Page titles	Used to index a page - creates the page heading in the top line of a web browser.
Meta keywords	Add one to four word search meta keyword strings to every web page.
Meta description	Gives the page description to aid search engines in seeking key words and phrases.
Friendly URL	Helps search engines pick up web pages by each page having its own web address.
Robots tag	Gives the search engine 'robots' directions on how to track through any website.
Alt tags	Adds a description to pictures, links etc when users mouse-over web page items.
301 redirects	Ensures all pages on old versions of websites get redirected to a new website page.
Google geo coordinates	Helps Google search pickup for users looking for suppliers in a particular local area.
Google search tracker	Used by Google Analytics - adds web page statistics to every tracked page in a site.
XML site map	Special XML site map page that helps search engine pickup of the entire website

Where search engines struggle with website content

As search engines use automated systems to scan websites and then rank them, at times they can encounter difficulties with certain aspects of website design and web page formatting. Search engines struggle with some content and the following which should therefore be considered carefully or avoided, especially on home pages:

- Flash files, Adobe PDF and formatted files (search engines find all these files formats difficult to read).
- Web pages that have complex, automatically created or non plain english URLs e.g. <http://website6/gfr125>
- Bear in mind whilst Google can index dynamically generated pages, many other search engines cannot.
- Intranet content (potentially needing a login) or pages not linked from anywhere else in a website.
- Non web-based resources or sites with company or group log-in security.
- Content in sites requiring a user log-in (most Intranets and Extranets, personal web areas E.g. FT.com)
- Sites that use a robots.txt file to keep files and / or directories off limits to users.
- Commercial resources with domain limitations.

Summary

There are many practical solutions to the multiple challenges in creating and implementing an effective Search Engine Optimisation (SEO) strategy. Planning SEO considerations into your website from the outset will enable your site to be rapidly picked up by all of the major search engines, including Google, Bing! and Yahoo!

If you are clear about what you want to achieve with your website and who your target customers are, you will be able to create an SEO strategy to ensure they get to see your website and key online messages more often. Ultimately this will ensure you can get the maximum number of website visitors to become active customers.

Tailoring and maximising your SEO is a slightly longer, more complex and involved process. However, the information and guidelines in this document, plus the help of a good web solutions and SEO specialist, will ensure your website reaches optimum ranking in the search engines you wish to target.

Combined with your SEO strategy you need suitable web technology, expert business and technical support and access to SEO expertise to work with you in a long-term partnership to help you make the most of your website. An integrated approach to SEO ultimately makes you come across more professionally to your customers and makes your whole website strategy and online new business generation process more efficient and effective.

Five key search strategy areas to focus on to help define your best SEO approach	
Understand the principles of how each major search engine works to create tactics for your site.	✓
Employ SEO strategies and search engine marketing to drive website visitors e.g. Google Adwords.	✓
Use suitable website technology to aid addition of page URLs, meta tags, alt tags & web page titles.	✓
Add headers and keywords / phrases in all web content and page text to help search engine pickup.	✓
Use search experts if you need to employ more complex strategies to tailor and maximise your SEO.	✓

About KB Consultants

With a client focused and web solutions led approach, KB Consultants has been providing web Marketing, SEO, general marketing and new business consulting and advice for over a decade. KB Consultants work in partnership to help clients improve their web solutions, online communication and operational efficiency and to generate effective new business from the web. Our expert online strategy consulting is backed by technology expertise combined with creative and technical skills and a proven project process methodology.

Contact KB Consultants

For more information about this white paper, or to discuss how KBC can help you implement your own effective email strategy, email Andrew Kerry-Bedell at KB Consultants at a.kb@live.co.uk or call 07899 741939.



KB Consultants Haywards Heath West Sussex RH16 1QZ United Kingdom

Phone +44 (0) 7899 741939