

# search optimisation

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Related Categories: SEO

## Where are you?

You could have the most dynamically designed website on the Internet, with amazing graphics, engaging interactivity, inspiring content and incentives galore but its all a bit pointless if no one can find you to see, admire and respond to your content!

Fortunately your Reason8 website is not only very clever when it comes to Search Engine Optimisation, it is also happy to work extremely hard, 24/7 to help you achieve the best position possible. However, there are a number of ways in which you can give it a helping hand.

A good starting tactic is to think of Search Engines as if they were ruthlessly strict Language Teachers with a rigid list of rules, who will happily place a black mark on your test paper if the rules are ignored.

## How you can give a helping hand?

### Your Website Content.

As covered in a previous Blog, your content is a vitally important part of your website. Did you know that search engines know how long each customer spends on your site?!

It is one of many indications of how relevant your site is to the customers search query, so try to keep them there as long as possible. Click here to view the

[Content Blog](#)



## Keywords.

Keywords or Metatags are the words, which your target audience are most likely to type into a search bar when looking online for products or services like yours. Key Phrases are sentences, which include your keywords. Make a list of keywords for your business by thinking of the most obvious words, which are related to what you do. Ask friends or even customers what they would type in when searching for your type of product or service. The next step is to enter these keywords in Step 1 of your website control panel.

OFF PAGE Keywords, placed in the background of your website (i.e. Step 1 in your control panel) can be entered as a list and must be completely free of punctuation including comma's, quote marks or punctuation marks.

Whereas ON PAGE Keywords, featured in your content **MUST** be featured within well-written sentences. A page with nothing more than a long list of keywords can be marked down so badly that it could cause long term damage to the position achieved in searches.

Excessive use of Repetition or Duplication **MUST** be avoided both ON or OFF the PAGE.

### Step 1 – Control Panel

**Part 6: Search Engine Settings**

**Most important Search Engine key phrase**  
 Enter the one key phrase ( 6 words or less) that you think your customers will use to find you.  
 ( TIP - don't use fill words like 'a' or 'the' and DON'T use commas, DON'T use quotes/punctuation marks.)

**Less important Search Engine key phrases**  
 Enter 4 more key phrases (6 words or less) that your customers will use to find you.  
 (TIP - try to keep the theme of these key phrases similar to that entered above  
 DON'T duplicate words in the same key phrase and DON'T use commas, don't use quotes/punctuation marks.)

**Summary**  
 Add a short paragraph that summarises this website  
 (TIP - try to include all the key phrases that you entered above. It must read as a sensible English paragraph.)

Go to the bottom of Step 1 and enter your top 6 keywords in the box titled: “Most Important Search Engine Key Phrase”. Using the rest of your keywords, create 4 “Less Important Key Phrases” each containing 6 words. Now write a short paragraph, which includes all your Key Phrases to summarise your website and business. You’ll see some TIPS shown in Red. Its good advice so please do follow them!

Your key Phrases can be changed, but the effects can take a while to show so once you have set them it’s

best to leave them. If you change your “Most Important Search Engine Key Phrase”, we would recommend letting us know so we can make sure the Search Engines are aware of your changes.

### Step 3 – Page Content. ~

Hey! What happened to Step 2 ? I hear you all cry. Well, that’s the Style section, which we’ll be looking at soon but for now we need to go to Step 3 – Webpages. Good to know that you’re all on the ball though!!

In Step 3 in your Control Panel, you’ll see a Google button beside each page. In here you’ll find a Title, Description and a list of Keywords. If you already have content on your page, your Control Panel will have trawled through your content and selected and placed the best keywords for you. It’s very important that all the words featured here can be found on your pages, so if you add to them or change them, make sure they are present on the page too.

In keeping with the strict teacher sentiment, I’ll leave you with that homework, but tune in to the next Blog when we’ll look at more ways in which you can help your website achieve the best position online.

The screenshot shows a control panel interface for page content optimization. It consists of three main sections, each with a title bar, a text input field, and a 'Submit' button. Below each input field is a warning: '>>> You MUST read this <<<'.  
 1. **Title - no more than 10 words \*\*\* BE CAREFUL \*\*\***: The input field contains 'Reason8 Tutorial Blog Forum Search Engine Optimisation'.  
 2. **Keywords - all keywords MUST be on your webpage**: The input field contains 'keywords seo blog forum search engine reason8 website build website'.  
 3. **Description - make it relate to this page**: The input field contains 'help in optimising your website'.



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