SEO top tips

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10 Top SEO Tips

Getting traffic to a business website is every website builder's priority. Once you have plenty of visitors clicking through your pages, your content can go to work in encouraging a good response from visitors and of course as many sales and orders as possible. Your Reason8 Website is an expert at SEO and picks out top keywords from the content you place on your pages. It also works together with the information you provide in Step 1 of your website control panel.

There may be times when you want to manipulate your website's SEO processes and possibly alter your keywords to suit your business. For instance if you launch new products or services and put this information on your website, you should make sure that the keywords for any developments are visible to the search engines.

We would always advise you to read the SEO Guides in Step 3 of your control panel and have put together these following tips to help you achieve the best possible results from your website

1. Know your market geographically and be sure that your website address or domain has the correct TLD or Top Level Domain. These are the letters, which complete your domain such as .com or .net. If your business mainly operates in the UK and targets only UK customers then your best tld would be .uk. It's also best to have your domain hosted on UK based servers, which of course Reason8 website's are.

2. Include your top keywords within your Domain name. For instance – the best domain for a "builder in Berkshire" would be www.buildingservicesberkshire.co.uk or www.builder-berkshire.co.uk. The hyphen won't affect the domains SEO performance and makes the address easier to read. Avoid going for a domain with all your keywords though. You should really just stick to the very top one, two or at the most three keywords. A domain such as www.buildingserviceswindowsdoors-conservatoriesbrickwork-extensionsberkshire.co.uk could actually work against you. If you do use hyphens, try to stick to just one .

3. There are some great keyword researching tools available, which can help you decide on the best keywords for your website content. The most popular ones are Google AdWords and Wordtracker. Take advantage of these tools as getting your keywords just right is vital.

4. When putting your on page website content together, try to create as much information about your products and services as possible and then divide it into bite size chunks. Splitting your information into clear sections is easier for both your visitors and for Search Engines. This will also make it far easier when it comes to building a great navigation system around your website.

5. Make sure your website navigation is clear and simple. Not only good for search engines, its well worth playing around with navigation and page links for your website as providing a clear road through your website will encourage visitors to come further in and will ultimately guide them to the response areas. Once you've set out your information into clear sections, use your main Keywords as headers for them. Putting your keywords into a heading tag format (H1, H2, H3) makes them very visible to search engines.

6. Do some market research, ask your customers and even compare with competitors to help you decide on your top keywords. Try to pinpoint 5 primary ones. This will then help you to decide on secondary keywords, which should be closely related to your primary keywords. These Keywords should then be used both within your page content and in Part 5 of Step 1 in your control panel.

7. It may even be worth re-writing some of your page content once you've pinpointed your main keywords to make sure that they're included. Create some new paragraphs, which feature your top keywords and ensure that your keywords are set in highly visible formats, such as bold, italic, heading tags and hyperlinks. Make sure your keywords are all featured within your keywords list, which you can find by clicking the Google icons next to each page in Step 3.

8. Try to aim for web pages with clear structure
Set out your keyword rich content in a way, which makes it as simple as possible for search engines to see everything they need to. Structure is great for your visitors too. You need to cater for both here and structure will help you to do this. Each page should include keyword rich headings - the top heading being in an H1 tag, and subsequent keyword rich headings in H2 and H3 working down the page.

9. Add an introduction paragraph on each page featuring at least 4 or 5 keywords or key phrases, again relevant to the page content.

10. External Links to your Home page.
Create an external link from your primary pages to your domain from a short keyword rich summary of that page. Insert Link > Webpage > External Webpage > enter your domain.
Don't forget to check out all the other tutorials we've provide on Search Engine Optimisation.