



# Reason8 Search engine guides

**Guide 3 of 3:**

**Using the Reason 8 systems to optimise your website**



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## Using reason8 software to optimise your website

"Those that survive are usually not the smartest or the strongest, but the ones most responsive to change."

Darwin  
(Origin of Species)



### 1.1 Purpose of this guide

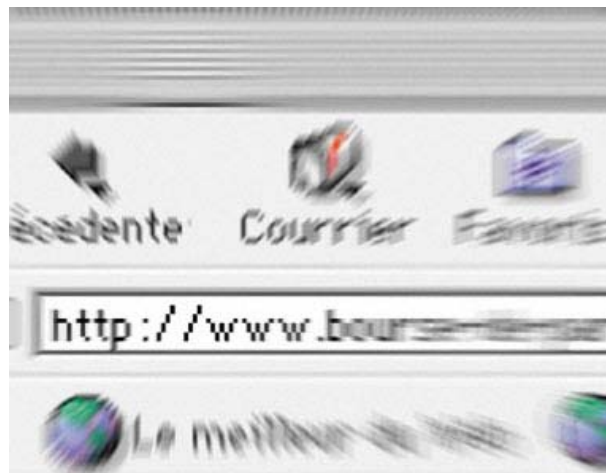
This guide is the third and last guide in a series of three produced by Reason.com. The first guide explains what search engines are and how they work. The second guide explains what you need to do to get good search engine position and this guide explains **how** to use the Reason8.com system to optimise your website to get great search engine position.

Search Engine  
Optimisation:

**Definition: The use of techniques that enable your site to appear higher in a list of search engine results.**

This guide assumes the following:

1. You have Reason8 website and you are familiar with the reason8 systems.
2. You have read the other two short companion guides in this series or you have a good understanding of search engines and what you need to optimise to get a good ranking
3. You are clear about what key phrases you want to optimise your website around



This guide is far more practical than the previous two guides. It shows you step by step how to make changes that will give you site the

## 1.2 Chicken or the egg

A common question we are often asked is should the website be optimised at the time it is created or after all the words have been written

It is important that you don't allow your thoughts about optimisation to get in the way of a good website. Create your website first and then worry about making optimisation changes later.

## 1.3 Horley Carpenter

This guide aims to show you **how** to make the changes to your business website in such a way that you get great search engine position. The best way to do this is to show you a live example and demonstrate how each of the changes were done.

To do that we will use a website [www.horleycarpenter.co.uk](http://www.horleycarpenter.co.uk). This is a live site and at the time of writing is currently sitting at No1 on all major search engines.

Just type in the search phrase 'Horley Carpenter' and see for yourself.

**This guide explains how this was achieved in a step-by-step**



## 2 Optimising content

### 2.1 Key phrase

Each page must be optimised around a single key phrase. We recommend you choose no more than one key phrase per page. Only after you have achieved the desired search engine position should you try and optimise a single page around multiple key phrases.

You will learn how you can optimise each



page of your site around key phrases.

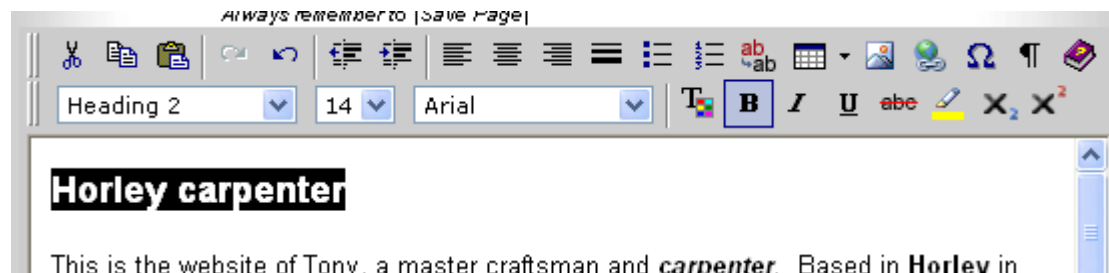
If this is not possible you should always optimise your home page for your single most important key phrase. Because of the way your site is setup your home page will always have the highest page rank and so is most likely to get a great search engine position with your home page.

#### Search Engine Optimisation:

However the best results will be gained if you are able to optimise your entire site around a single key phrase.

## 2.2 Top of page and titles

Try to start the top of your page with a title and make sure that your key phrase is contained in the title. Ideally your key phrase should appear as a single string (E.g. Horley carpenter). However if this is not possible make sure all the words appear (E.g. Experienced Carpenter Based in Horley).



Using the Reason8 editor, make sure you set the heading to one of the heading settings as shown above. This will place important HTML tags around the title telling the search engine that this is a heading and the content is important.

Heading 1 corresponds to <h1> tags (the most important) Heading 2 corresponds to <h2> and so on. Use some care with <h1> tags. You should only try and use one <h1> tag per page and then make sure subsequent headings (heading2 and headings3) are then used.

Search engines don't like to see like lots of H1 tags. It is more acceptable to see multiple <h3> tags.

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## 2.3 Bottom of the page

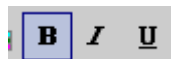
When you end your page a great tip is to try and place an exact copy of the description meta tag in bold. This will balance your page and make the description tag more powerful.

## 2.4 Bold

Text in bold and text in italics is seen as slightly more important than normally formatted text. However the same caution should be exercised as with <h1> tags. Only make the important words bold.

Try using a combination of **bold**, *italics* and **bold & italics**.

It's easy to do this with the Reason8 editor just highlight the words you want to format and click the formatting icons:



## 2.5 Hyperlink anchor text

It is important to use your key phrase as anchor text for hyperlinks. If you want to allow your visitors to jump between pages of your site, or even to jump to pages on another website, try and use your keywords as the anchor text to enable this.

To use the reason8 editor first type in the key phrase, highlight the phrase by dragging over it with your mouse. Click on the insert hyperlink icon

Enter details into the hyperlink box that appears as usual.

It is often a good idea to create external hyperlinks that link back to your home page as shown. This is good for two reasons. It sets up a hyperlink anchor text as described but it also provides your homepage with an inbound hyperlink that has a highly relevant inbound anchor text.

To see how important it is to have in-bound hyperlinks using your key phrase just type 'miserable failure' into Google. President George W Bush appears at the top of the list. Just a few webpages linked to this page using *miserable failure* as the anchor text ensured that the site is No1. for this phrase.

## 2.6 Images

Search engines are blind to images. They cannot read text written on images and have no idea what the images are unless you tell them.

There are two ways that you can give search engines information about images.

### 2.6.1 Picture names

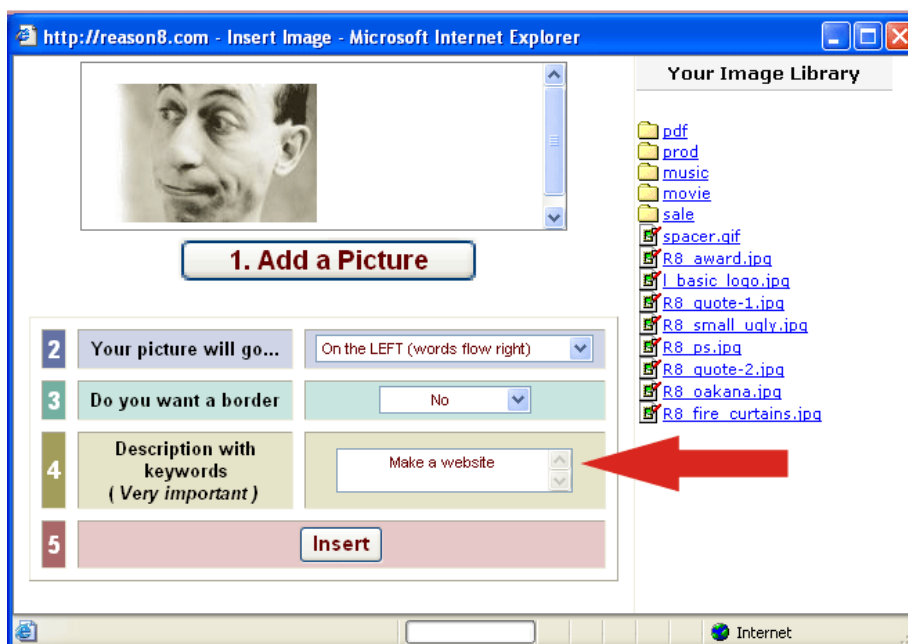
The first is by naming the images appropriately. This is an ideal opportunity to name the images in such a way that includes your key phrase.

Always name your images before uploading them onto the server as it is not possible to change the names after they have been uploaded.

### 2.6.2 Picture description (alt tag)

When you roll your mouse over an image you may have seen a yellow box appear with black writing describing the image. This is known as the image description of the image **alt tag**.

It is important to make sure that every image you use on your website contains a description. The search engines will penalise you if you do not do this. You can place a great deal of text behind images. It is good practice to make sure that your key phrase appears at least once. Make sure you write in sentences.

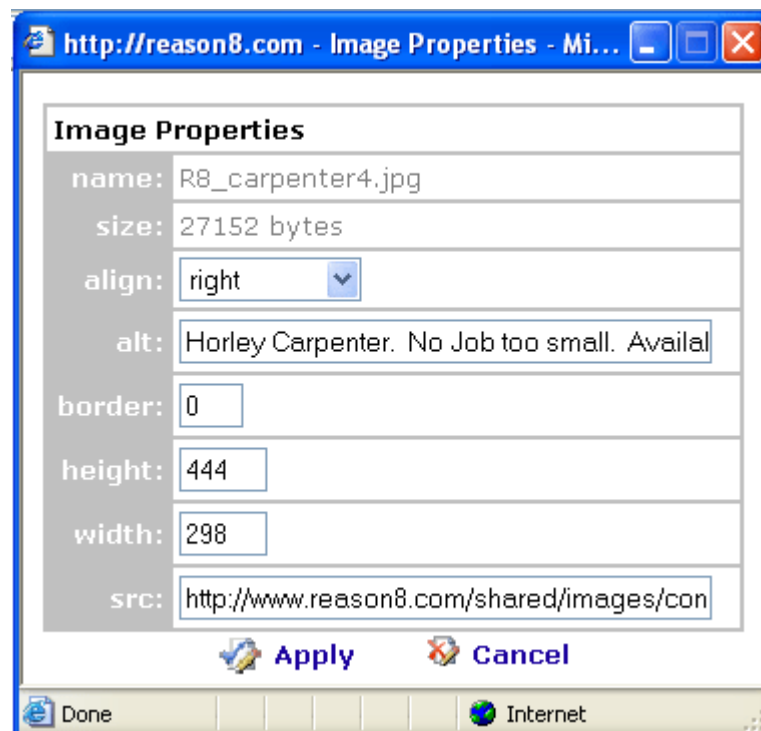




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It is simple to do this with the reason8 system. You can do this at the time of upload and enter text in the description box as shown.

Or you can alter an image you are already using on your webpage. Just right click your mouse over the image, choose **image properties** and enter text in the description box that appears as shown and then click apply.



## 2.7 Keyword Density.

It is important to have your key phrase appear a number of times through your page. However flooding your page with nonsense text that simply enables you to increase your keyword density is a bad idea.



Search engines will expect to see your key phrase a number of times (at least two or three) but as importantly it will expect to see words used in your key phrase peppered through your webpage.

Google in particular has a very powerful thesaurus which it uses to find the sense of your page. It is a good idea to use lots of words that are synonyms for your key words (not at the expense diluting your actual keyword density though)



### 3 Meta Tags

As described in guide 2 Meta tags are vital to getting a good page rank.

The secret is making sure that the webpage content AND the Meta tags are BOTH optimised around the key phrase you want to use for that page.

As you will remember there are three important Meta Tags

- Title
- Description
- Keywords

To see how important this is look at the Google entry for Reason8.com

A screenshot of a Google search result for "reason8". The search bar contains "reason8" and the "Search" button is visible. Below the search bar, there are links for "Web", "Images", "Groups", "News", "Froogle", and "more". The search results are displayed under the heading "Web". The first result is for "reason8" and is highlighted with a red box. The title of the result is "Make a website for your business with the Reason8 automated, make ..." and the description is "Make a website with Reason8 automated online website making software. Make your own web site as easily as writing a letter." Annotations with arrows point to the title and description, stating "THIS IS THE TITLE META TAG" and "THIS IS THE DESCRIPTION META TAG" respectively. Below the first result, there is another result for "Make a website for your business with our automated 'make-a ..." with a similar description and URL. The page number "8" is visible at the bottom left.



**Step3: Webpages**

These are the webpages you have so far

Page name			Google
Home	<a href="#">Edit</a>	<a href="#">Delete</a>	
about us	<a href="#">Edit</a>	<a href="#">Delete</a>	
Delivery Details	<a href="#">Edit</a>	<a href="#">Delete</a>	
our products	<a href="#">Edit</a>	<a href="#">Delete</a>	
why us ?	<a href="#">Edit</a>	<a href="#">Delete</a>	
in the press	<a href="#">Edit</a>	<a href="#">Delete</a>	
page1	<a href="#">Create</a>	<a href="#">Delete</a>	
page2	<a href="#">Create</a>	<a href="#">Delete</a>	
page3	<a href="#">Create</a>	<a href="#">Delete</a>	
page4	<a href="#">Edit</a>	<a href="#">Delete</a>	

[Create a new page](#)

[Change Webpage Settings](#)

You can see that the title tag is important. Your key phrase **MUST** be in the title tag. If your keywords are not in the title tag then you will struggle to be found.

The description tag can be long but we recommend that you include your key phrase and keywords in the first 20 words as you can see.

The keyword Meta tag has been abused more than any other tag and as a result Google places less importance on this tag than the others. However it is still worth adding all the keywords you can think of. Of course the first phrase you should use is the main key phrase, after this just go to town and think up as many similar key phrases as you can.

Meta Tags are mostly invisible to the human eye browsing the site and have to be written in HTML code and hidden

in a certain part of each of your pages. However, as you might expect, Reason8 has made the process of creating Meta Tags really easy. All you have to do is click Step3 where you will see a list of all your websites.

To edit the Meta tags simply click on the tick or cross in the Google column next to the page you want to optimise. You simply fill in three boxes to add Meta tags to your webpage

Add search engine data for about us

I dont really understand [tell me more](#)

**Title**

[Tell me more](#)

**Keywords**

[Tell me more](#)

**Description**

[Tell me more](#)

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## 4 Getting Inbound links

So far we have covered the two of the three things that you have to do to optimise your site. However, as you saw with the George W Bush example earlier. External websites linking to your website in the right way can have a massive positive impact on your search engine position.

**If there is one thing that you can do to help you site get a good search engine ranking, get a listing on DMOZ.**

Search engines know that if external sites link to you then you must have content and be a site that is worthy of a high placement. The inbound anchor text and the content contained in the websites that link to you are all important.

It is for this reason that it is **vital** that you do what you can to get good genuine links to your site for directories that feature you and lots of similar sites and get genuine reciprocal links from websites from companies in your industry or whom offer products and services similar to your own.

### 4.1 DMOZ

**If there is one thing that you can do to help you site get a good search engine ranking, get a listing on DMOZ.**

A great way to start is by getting a listing on the biggest and fairest directory in the world, DMOZ. DMOZ is edited by humans. The directory is made up of thousands of categories. Each category has one or more editors who are responsible for ensuring that the content of the each category is valid.

If you try and list your website in a category in which your site does not fit you will simply not get in. Only sites that are fully optimised, have no errors and have valid content are allowed into DMOZ.

If all this sounds like hard work, then let us tell you **it IS worth it !**

A successful listing in DMOZ guarantees you a massive boost on all the major search engines. You get listings on high ranked pages. The content is syndicated out and used by many other smaller search engines and directories. By getting one listing in DMOZ you can effectively get dozens of links to your site.

### 4.2 Reason8 directory



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In addition to DMOZ, Reason8 will also help with external links. Reason8.com is a highly ranked website. External links from reason87.com to other websites are valuable.

Once your site is live reason8 will help you in 2 ways

#### [4.2.1 Reason8 directory](#)

Reason8.com holds a directory of clients. Each directory entry holds a description of the website to which it links and a link to the home page of the external website.

It is important that you enter a valid keyphrase-rich description of your site (in step1) as this will be used as the directory description.

The keyphrase you enter in step1 will also be used as the anchor text for the link to your website, giving you a further boost

#### [4.2.2 Other partner directories](#)

Reason8 maintains relationships with other well respected partner directories and will submit your site to these directories using this same information.

To enter the main key-phrase and website description ,click step1 and enter the information as shown below:

A screenshot of a web form titled "Part 5: Search Engine Settings". The form has two main sections. The first section is labeled "Search Engine Key Phrase" and contains a text input field with the text "We are a local builder in redhill". The second section is labeled "Description (for search engines)" and contains a text area with the text "Bloggs and Company are a local builder based in Redhill who specialize in plastering, bricklaying and building conservatories. if you are looking for quality workmanship, attention to detail then contact us on 01737". Both sections have a blue question mark icon to their left. The form has a light blue border and a red header bar.