

## Discover Me Design Fact Sheet

### Search Engine Optimisation (SEO)

Search engine optimisation is the process of making your website rank high in major search engines (such as Google) when a specific word or phrase is searched by a potential visitor. By improving your Search Engine Optimisation (SEO) you will attract more visitors to your website and in turn generate more leads and (ideally) sales.

#### Google ranking

Successful SEO generally means a high ranking in Google, as Google holds a large market share of all internet searches. Google does not publicly reveal its search engine ranking algorithm; the algorithm is modified and improved regularly and contains over 600 determining factors. Google reports your ranking as a number between 0-10 (10 being the best). This value represents the relative importance of your website on the internet.

#### Discover Me's approach to SEO

Discover Me take a 'white hat' approach to SEO which means that we conform to W3C standards and we do not use techniques that could jeopardise our client reputation or risk being black banned by Google and other search engines. It is worth noting that many SEO experts do not take this approach and instead use so called 'black hat' techniques to elevate your page rank unethically.

Not all websites can have a naturally occurring high page rank, in such cases Discover Me advises a well targeted Adwords campaign to generate web traffic to their site.

#### How Discover Me helps your page rank

1. We create well structured websites with clean navigation and well placed title text to naturally take advantage of search engines algorithms.
2. Throughout the website development process we monitor the site and provide recommendations to improve SEO.
3. We incorporate 'header tags' throughout your site to identify the page headings and sub headings for search engines.
4. We have set up your CMS to enable you to insert key words and descriptions for 'meta tags'. Meta tags can't be seen by the viewer but contain information about the page which can be read by search engines
5. Images used in our websites incorporate 'alt tags'. Alt tags are the text labels in your web page that are attached to graphics and can be searched.
6. We avoid unnecessary use of flash animation. Google only reads text, Flash is made up primarily of images.

7. We use text instead of images for banner text.
8. Discover Me Design provide an optional web copywriting service to assist in you in writing web copy that will help improve your page rank.
9. We can provide a detailed SEO analysis to identify areas which you can improve your ranking.
10. We help identify your keywords and can optionally analyse and track your ongoing SEO progress in relation to these keywords.

### **Tips you can use on increasing your Page Rank**

1. Review the content of your site. Make sure the wording throughout is clear, concise and relevant to your business. Refer to the Discover Me Design content fact sheet for further advice in this area.
2. Research key words and phrases which people use when looking for your products or services and add relevant key words and phrases if they are missing. Repeat them where it suits only. Visitors can be turned off by over use of keywords, be careful not to lose your sites credibility.
3. Generate inbound links. Discover Me Design set up Google Analytics for clients, this will show you where your visitors are coming from, these are your 'inbound links'. Check these links (websites / articles / pages), if any are high ranking sources (which you can also check) this will in turn help you achieve a higher Page Rank. The more of these the better. Some ideas to generate inbound links are...
  - a. Write and publish relevant and informative articles
  - b. Participate in on-line discussions
  - c. Write informative and regular blog posts
  - d. Keep your website up to date with informative, fresh and relevant content

If you would like further information or would like Discover Me Design to perform a customised SEO analysis on your site, please contact us on...

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