

SEO Factsheet



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What is SEO and how can it help my website to gain more traffic from search engines?

SEO is Search Engine Optimisation, it is the process of getting a website more traffic by being at the top of google when people search for terms which relate to your website. Learning how SEO can improve your site's search traffic is one of the most important factors in online marketing today, for any company!

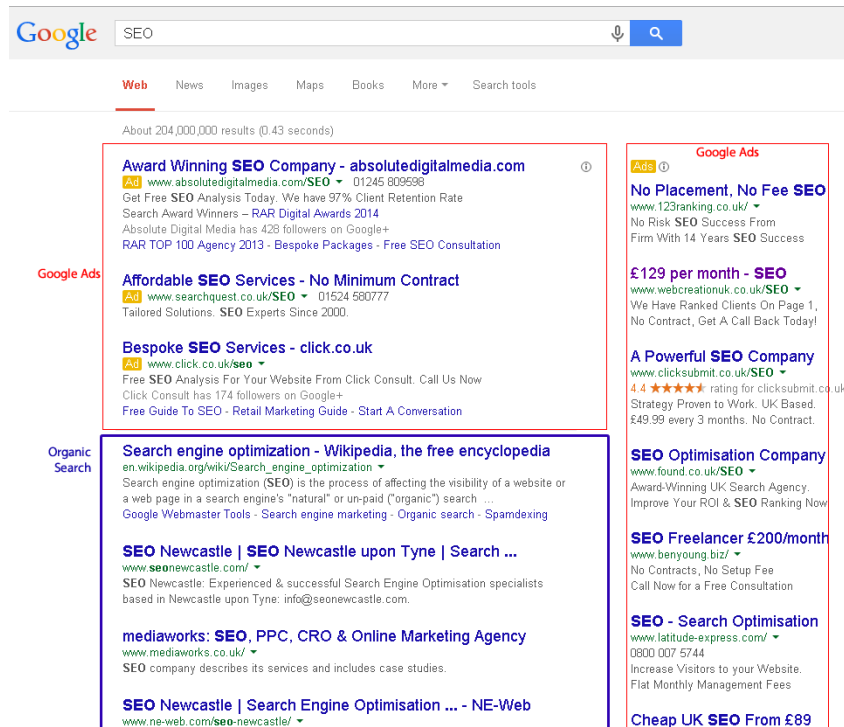
As much as 93% of internet traffic starts with an internet search engine!

What is SEO?

The term SEO refers to the process of improving your site's visibility in organic search results.

Organic search results are results which are brought up when someone searches, but do not include advertisements from Google Adwords which appear above Organic search results.

The higher your website ranks on Google the better chance you have of someone clicking on your website.



You now know how powerful SEO is now, right?

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If your business website ranks at the top of Google for a term which refers to your business, then you will get the majority of website traffic. Sites which appear higher in search get way more traffic than sites which are not even on the first page of search results.

If you're offering a specific product or service in a particular area, you have a great chance of at least getting to the first page by using the following SEO principles.

Content is King - Keyword Rich Content

When search engines are indexing the web, they use spiders to look at your website content. A web spider is software which crawls the web automatically looking for new website content, it will browse your website to identify if your website content is original (unique) and keywords/phrases used on your website. This is the data which search engines use to rank websites in the search results.

Optimising your Website Content

Consider the search terms your customers will be searching for and write content which includes those terms. **For example, if you are a Chiropractor in Durham then you might want your website to be top of search results when a prospective customer searches, "Chiropractors in Durham".**

A very useful and free tool for finding out which keywords are getting traffic is the [Google AdWords keyword tool](#). The keyword tool is actually used for google advertisers to see how much traffic and competition a particular keyword is receiving each month.

Once you have found which keywords you wish to rank for, ensure that they appear in the content of your web pages, in the metadata of your page (unseen data seen by Google web spiders). You can do this yourself with a little knowledge of HTML and access to your website server.

Gaining Links to your Website

PageRank is a number which google will give to your website based on number of good quality inbound and outbound links to and from your website.

The higher your websites PageRank the better it's chance for ranking well in search results. It can often take many months or even years to build a websites' PageRank. When linking to your website, there is so called "link juice" which is carried to your website depending on the source quality of the link and the type of content the link is linked from.

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For example: If you are a business advisor, then you would want your links to come from related web pages with the terms “business advisor” or “related keywords” on the webpage you are linking from.

You obviously cannot control all inbound website links to your website, but it is recommended that you ensure your website is linked from social media platforms (including Twitter, Google Plus, and Facebook). Free website directories are a good way to get links for a new website or for a website which needs more links to build it's PageRank.

Internal links on your website are very important too, especially if you have many webpages for search engine spiders to crawl. You should include links to all your website pages from every page of your website to keep search spiders on your website and to allow spiders to find all of your latest web content.

Fresh Content - Regularly

The more content which is published on your website, the better the chance you have of search spiders to index your new pages. You should update/change website content, images, graphics, and blog posts on a regular basis - at least once per month. If you do not update your website, then you should not expect major SEO results. Regular website content gives google spiders a reason to review your website regularly too.

Can someone else do this for me?

We know SEO can sound like a total minefield for anyone who is not used to typing up 1000s of words of content on their website on a regular basis. That's why my company Firefly New Media UK is here to help small to medium sized companies to keep up with the latest advancements in online marketing and SEO.

In a nutshell, you can get SEO and content creation packages (includes link building and on-site content creation) to help your website rank better in search engines for as little as £25 per week.

**Get Started: Give me a call today on 01207 438 292
or [contact](#) us via our website.**

Kindest regards,

Barry Kirkham

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