

This information resource suggests ideas for how to boost your visibility on the web. Below are some tips about things you can do yourself for free. These ideas can be used by individuals, artists, organisations, services etc.

As well as utilising some of these tips, remember that personal recommendations are the best marketing strategy and should be included in your marketing plan. People are more likely to use and be loyal to a person/organisation when they receive a personal recommendation from someone they know and respect. The same rule applies to your websites. Boosting your visibility on the web is important because it is essential that someone who receives a recommendation of your services can find you easily this is what makes website essential.

Note: It can take between 2 days to a month for any SEO activities to come up on search engines such as Search engines. These tips will help you to come up quicker as well as get you further up the list.

Understand how people use search engines

Web users will use search engines in three ways:

To find a specific site

This is when a search engine user already knows the name of the person/organisation they want and searches for the name in the search engine. It is important to have a solid marketing strategy to connect with these web users. These users will most likely search for your site if they have been recommended your service or have enjoyed your service in the past.

To gain information

Information/research is the most common use for search engines, so it pays to be generous with information. The more free information you share on your site, the more likely people who are searching for information will stumble upon your website.

To make an online transaction

People often use search engines to buy something online. If you are selling an online service it is important to be clear about what you sell in your keywords.

Domain names

The best way to boost your height in search engine lists is to have a url that is exactly what someone would search for in a search engine. For example, the keywords I believe someone would use to find me would be "Karen Batten" so I have simply created a keyword url which is

www.karenbatten.com.au

Alternatively you may have a project name that you would prefer to use as your website address. Your project name would be your main url which would appear on stationery and be easy to remember. You can then create a keyword url to attract search engine users and then use a URL forwarding service to link your keyword url to your main url.

Below are some suggests of places to look -

Domain purchase: you can buy your url online. Hosting: check your host provides free url linking. Preferred provider www.bock.com.au does.

Content

The advice below will help you to write the content of your site to assist in getting further up the list on Search engines.

Keywords – These are the words you choose to help people find your website when they type search words into search engines. For example, for a youth arts in the Brisbane their keywords would be "Brisbane" and "youth arts". Choosing the right keywords is very important and can greatly increase your chances of being found by potential customers. Research what search terms, words or phrases your targeted site visitors might use.

Your keywords need to be featured strongly in your webpage content. It might help to think of your text like a glass of cordial. Cordial = keywords & Water = non keywords

The stronger the glass of cordial, the yummiier it is and the more Search engines will like it!

Once you have chosen your keywords, use them in important areas of your site:

- Use keyword text in your navigation (the headings which direct people to particular pages on your website)
- Use keyword text in your links (links are text you click on to go to other pages), rather than generic words like "click here")
- Use keyword text in your headings and sub headings and copy

Create a useful, informative site with pages that clearly and accurately describe your content

Keywords

Keywords are used to boost the web user's ability to search for your site. Imagine what people are likely to type into a search engine when looking for you and make these your keywords. Keyword tools: to come up with related and derivative keyword terms which are popular with web users and search engines, check out: www.Adwords.Search engines.com.

Link Directories

Many directory sites are free and are a great way to list your business and the services you provide. Remember to provide your keywords as they are used by search engines to move you higher up their lists.

Check that these directories are free or be aware of the pricing.

Type into Search engines:

- Free business link directories
- Free link directories 'your local area'
- 'Your profession' free link directory

Google Places

You can be added to the Google maps business list for free.

google.com/places and look under 'Places for Business'

Site Linking

A great way for people to visit your website is to have a link to your site on other websites. Seek people/organisations which you have a relationship with and ask them to display a link to your website and offer the same for them in return. Again make sure you use your keywords in the text you give them.

Google Analytics

You can find out about where the visitors to your website come from and how they interact with your site for free. This can provide you with valuable information to improve your marketing plan. To do this, go to the following link and follow the directions. www.google.com/analytics/

Register with search engines

There are many search engines that you can register your website with. A list of major search engines are shown on

www.freeality.com

Below is the link to add your url to the search engines search

www.google.com/addurl/

This will increase your chances of becoming higher on the list when someone searches your keywords into the search engine.

Instant preview

The way your website is designed has just got more important. Search engines's new instant preview means web searches will see the design when they search in Search engines. Flash websites are currently not visible in instant preview yet. Flash website are also not viewable on iPhones.

Extras

You can do an internet search for DIY (do it yourself) SEO (search engine optimization) tips and read more about what you can do to boost your website in search engines.

Alternatively there are specific companies that can offer SEO.

check out www.seoachat.com