

## Get great Search Engine Results

by Ché Borden, Media Eye Studios

**META Tags** - A very important thing to consider when developing your website is the meta tags. Meta tags are written in the website's source code....behind the scenes where the typical visitor does not see. It's recommended that you always include them on every page of your site. Another reason, the meta description tag is important as some engines use it as a site's summary on their results pages.

**Keywords** - Choosing the right keywords is the first step to better search engine placement. Analyze your business carefully and think of all the words that relate to your company or product. Let's say you own a hotel property. What words would you search for when looking for the same business?

**Keywords in Text** - Most search engines index the full text of each page, so it's vital to place keywords throughout your text on all pages. This is called keyword frequency. However, each search engine uses different ranking algorithms. Difficult though it may be, you need to keep all of them in mind.

**Link Popularity** - Link popularity is an important criteria used by search engine to determine ranking - How many sites have links to your site -including other search engines and directories- and, of those sites, their popularity is also considered.

**Update your Website** - Search Engines always look for fresh content - The last date you updated your website is often shown besides your site's summary on the search results. Make sure you update your website at least once a month, ideally once a week.

### Why is it so Difficult to get Good Search Engine Results?

The four main reasons why it is difficult to place well with the search engines are:

1. Just about every search engine uses a different set of criteria by which to index sites.
2. Search engines tend to not divulge this information to the public.
3. They change their criteria frequently and you have to keep up with these ever-changing policies.
4. There are thousands and thousands of sites, if not more, competing for the same search engine results.

**Why hiring a professional to promote your website?**

- Search Engine Marketing Specialists, by constantly analyzing search results, know what could make your site rank higher.
- A professional is always on top of the search engines and up-to-date with search engine alliances, strategies and other changes.
- They have the appropriate tools and programs to analyze your site and advise you on the right marketing strategy to choose for your website.

**However, a few words of caution:**

1. Positions cannot be guaranteed - Your position on the search engines can change dramatically and unpredictably as new competitors go online.
2. Search engines can take days, weeks or months to include your site. Re-submitting is often necessary.
3. Ensure your site is search engine friendly before you submit it.
4. Don't try to outsmart the search engines. Spamming search engines risks being blacklisted and not indexed at all.

Contact us to get a free analysis of your website.