

Things you can do to improve your search engine ranking.

- **Choose the right keywords/phrases and include them in your site.**
 - » For e.g if you are a landscaper you might use keywords and phrases like *“landscaper Shepparton”, “landscape design”, or “outdoor patio design”*. If it's really hard to work in your keywords, it might be the wrong page for that keyword.
- **Use keywords or decriptive text in your headings**
 - » The heading on your home page might read *“Welcome to Websites Plus Shepparton”*
- **Include enough copy on every page of your website**
 - » There's no real “minimum number of words” needed for each page, but it should be at least 100 words (to give the engines enough text to make an assessment of your content)
- **Create appropriate alt tags for all of your images**
 - » Search engine spiders aren't humans, and can't see images, ALT tags tell search engines what those images are, as well as the name of the image file.
- **Use social media sites and legitimate online business directories**
 - » Creating good quality links back to your website will help search engines find your website. Social media sites (facebook, Google +, twitter etc) and online business directories (yellow pages, hotfrog etc) can be a great place to start because it's easy to sign up and add the link yourself.
- **Sign up for all of Google's free accounts**
 - » Add/Claim your business listing on Google maps by signing up with Google Places. Set up a Google + business page and a YouTube channel (if you have quality videos). Add as much information as possible to ensure your website does well in a search.

If you would like assistance with SEO for your website please contact us.

0419 210 082
aaron@websitesplus.com.au