

SEO – What you should know

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Before we start

- Please switch your mobiles to silent.
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Introduction

- Many businesses have websites.
- Each business has certain niche keywords and phrases that people search for when looking for a business of their type.
- Unless a website is found as part of this search and appears within the first few results, there is very little possibility of the website owner benefiting from the website.
- SEO or Search Engine Optimisation can help a website get higher Search Engine Rank.

The 4 parts of SEO

- Buying the right domain name
- Choosing the right infrastructure
- On-site SEO
- Off-site SEO (link building)

Google Keyword Analysis Tool

- <https://adwords.google.com/select/KeywordToolExternal>
- It quickly allows you to find out what people are searching for, and with what frequency.
- Allows you to refine and fine-tune the results.
- Allows you to export the results to Excel.
- A quick DEMO.

Buying the right domain name

- What's in a domain name you may ask. To answer this, let us look at a particular phrase
 - wedding cars glasgow
- 1600 global and 1600 local searches a month
- A domain name with the word weddingcarsglasgow and an extension of .com, .net, .co.uk or even .co would work nicely.

Buying the right domain name

- Every single link from a website with the correct domain name will further enhance the SEO ranking of that website.
- Of course, one has to add content to go with the domain name for that to work.
- Buying the right domain name will improve the chances of you being found. And even if it is not your business name, you can use it as a trading name.

Choosing the right infrastructure

- Infrastructure has 2 parts
 - Hardware
 - Has to be reasonably fast
 - Has to have good internet connectivity
 - Must be reliable, secure and scalable
 - Software / CMS
 - Must allow easy access for adding new content
 - Must make website look professional
 - Must be created with SEO in mind

Choosing the right infrastructure

- Hardware
 - A hosted service from someone like 1and1.co.uk
- Software
 - For brochure websites – WordPress
- Slow hardware, internet speed or software can harm both your SEO rankings and your business.

On-site SEO

- Plan your website.
- The content of your website and how your site is organised plays a big role in your SEO. From the home page, you need to have easy navigation to other pages.
- Each page of your website is important including the home page.

On-site SEO

- Title
 - Must contain relevant keywords
 - Only first 66 characters are shown by Google
 - Must not have stop words like “and”, “the”, “a”, “an”, “of”, “with”. Use “|” symbol instead.
- Meta Keywords
 - Must contain relevant keywords separated by comma
 - Avoid using too many keywords

On-site SEO

- Meta Description
 - Must have relevant keywords
 - This is what is displayed on Google when your site is found
 - Keep it clear and to-the-point
 - Avoid a description longer than 160 characters

On-site SEO

- Page Content
 - Page content should be natural readable English
 - Use keywords as naturally as possible
 - Use `` and `` around some occurrences of the keywords to make them bold
 - Use headers - `<h1>` to `<h6>` appropriately
- For better conversion, have links to relevant conversion pages on your site on appropriate pages

Off-site SEO

- Links coming into your site show that it is an important source of relevant information
- You can share your content on Social Media with inbound links on places like Delicious, Digg, Redditt, FaceBook, Twitter, etc.
- You can write an article and share it on article directories
- While sharing content, provide links coming to your website

Off-site SEO

- The text on the link (anchor text) should match your keyword(s)
- Rather than 100 links from 1 site, it is better to have 1 link from 100 sites
- PageRank of sites and pages where your links are coming from is important
- DOFOLLOW or NOFOLLOW tags of sites and pages are important however, it is better to get a link on a website with PageRank 8 and a NOFOLLOW than on a website with PR 1 and DOFOLLOW

Off-site SEO

- Avoid 2-way link exchange. It is useless.
- Currently Search Engines cannot detect 3-way link exchanges. But it is only a matter of time.
- Good avenues:
 - Commenting on Blogs
 - Activity on Forums with a good Forum Signature
- Be careful when approving comments on your own blog.
- Make sure your own forum is moderated.

A few pointers

- Use Google Analytics to measure visitor numbers. Its free and it is industry standard.
- Make sure your website has an XML sitemap. Search Engines will love you for it.
- Have a Blog and Forum for as part of your site. It will allow you to easily add more content.
- Submit your website to Google, Yahoo and Bing.
- Measure the results on an ongoing basis. This will allow you to decide where more efforts are needed.

A few more pointers

- Use Google Analytics to measure Visitors
- Get on to Google Places
- Publish a few videos on YouTube – again remember to use correct title, keywords and description.
- Be patient.

When employing a Web Designer or SEO Consultant

- Make sure they understand that you are looking for business and not just to look good.
- Make sure they themselves understand and appreciate SEO.
- SEO involves a lot of work on an ongoing basis. Make sure you have time for it.