



Don't write for the Search Engines!

The most critical point in developing a web site is entering the text.

Some SEOs (search engine optimisers) encourage you to 'key word stuff', get 'backlinks' and other things "guaranteed" to increase their ranking in Google and other search engines. However, we help our customers by writing words for their intended audience, their customers, and not simply for 'hits'.

Why? Read on...

All traffic is good. Isn't it?

Search engines will bring your website traffic but not necessarily customers.

When you get the majority of your traffic via a search engine then it is time to take a look at the quality of the 'hits' you are getting. Hits look good on the SEO's report but eventually you should see people coming to your site via other sites, blogs linking to you or direct from people passing on your web site address to others.

Our list of Do's and Don'ts

These tips have worked for our customers, they may help you.

1. Don't write text for the search engines write for your customer

- When you write for the search engine don't stuff keywords into every sentence as when your visitors arrive they are likely to be confronted with a hodge-podge of words with no clear business motivation.
- When you write with the customer in mind the text more clearly explains what you are offering and in doing so the key terms are used more naturally.
- Not only will the search engine still bring you hits, the potential customer will now more quickly understand what product/service is being offered.

2. Keywords are more important in headers and titles

- Search engines put more significance on the text in the header or title of a web page. This doesn't mean you don't use them in the text, but it does mean you definitely use them in the headers.

3. Get quality inward bound links (backlinks)

- Be involved in blogs related to your industry/business area but be a 'force for good', don't just dump your link and run. Make an effort to be an active part of that community.

4. Don't engage in "link-farms" or spam

- Don't create a site that's purely there to link to you as the search engines will eventually pick up on this and you may be penalised.
- Don't get involved in inappropriate 'pay for links' as these can harm your credibility, earn search engine penalties and even delisting!
- Don't spam, no one likes it and there is legislation against it.

5. Do focus on your customer

- Concentrate on good content rather than working the search engines - trust us, people refer friends to good sites with useful stuff.