



heath help with

search engine optimisation

- **Write your copy for the web.** It needs to be customer friendly, but it also needs to be 'search engine friendly'. Emphasise keywords in your text and try to make them appear as much as possible, but make sure that your text (copy) flows.
- **Don't be too technical.** Ask your web developer to use coding that allows search engine spiders to crawl the content easily. Google may crawl your website about once a month to make sure that you are optimising your website appropriately.
- **Be navigation savvy.** Have a clear site structure and ensure that every page can be linked to from at least one static (rather than dynamic) page.
- **Have a site map.** These are important to search engine spiders – it will help them find their way around your site.
- **Use tags wisely.** Title tags sit in the HTML titles of your pages and are essential for web search engine optimisation. They appear in search engine listings, so make them brief, and memorable.

Meta tags are usually known as description or keyword meta tags for the content pages of your site. Keep them reasonable and relevant.

- **Don't over-do the graphics.** Even now, whilst broadband is common place, images can take time to download and your visitors may lose interest whilst waiting. Ensure that all of your images are labelled with 'alt text'.
- **Be sensible.** Don't stuff hidden pages with text and links. You may not be found out immediately, but you will be found out, and quickly blacklisted.

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