

# it'seeze

## SEO GUIDE

**This guide has been designed to help you get a better understanding of what is needed to perform the basics of SEO in the It'seeze system.**

**SEO is crucial to the success of any website and the more you put into it the more you will get out.**

**Please take the time to read through this simple guide, it will give you the knowledge to perform basic SEO on your own website so you will reap the benefits of a good search engine ranking.**

**It'seeze when you know how!**

**Creating a great-looking website is the *it'seeze* part, being found on the World Wide Web amongst all the competition can be more difficult, but with a little know-how it is achievable.**

## **SEO Top Tips at a glance...**

### **Domain name**

A relevant and easy to remember domain name works best for search engines and potential customers. ([www.nike.co.uk](http://www.nike.co.uk), [www.bbc.co.uk](http://www.bbc.co.uk), [www.itseeze.co.uk](http://www.itseeze.co.uk))

### **Use good keywords**

Select your key words and phrases that best reflect the nature of your business and what you think people will be searching for when looking for your products / services in search engines.

...Page 8

### **Title tags**

A carefully constructed Title Tag using your best keyword phrases is extremely important for the website page ranking with the search engines.

...Page 10

### **Page description**

Each page description should be unique, utilising different keywords relevant to the page.

...Page 11

### **Images**

Search engines cannot read images so ensure that you add relevant keywords / phrases to describe the images in the 'Text equivalent' box.

...Page 12

### **Web page content**

Content on each page must remain focused, relevant and unique.

Try to use the most important keywords in page headers and throughout the body of the text in the page. Update your website wherever possible!

...Page 13

### **Links and Social Networking**

Good inbound links result in higher rankings, more traffic and are a critical component of most search engines.

Social networks can be a great way to build your online presence instantly and for free.

...Page 15

### **All done – what to do and what not to do next**

Now after all of your 'hard' work it is time to start reaping the benefits, but you will need to be patient; it will not happen over night.

...Page 16

## What is SEO

SEO is an abbreviation of Search Engine Optimisation and is the process of improving your website's ranking in search engines (...through optimisation).

With over 40 billion web pages on the World Wide Web, it is crucial your website can be found by your target audience.

SEO is NOT an exact science, there are no guarantees, the rules are constantly changing and there is lots of conflicting information; however, if the basic criteria are followed, you will stand a better chance of gaining a good ranking with the search engines.

**If prospective clients cannot find you...  
they cannot see, order or buy anything from you.**

The basics of SEO are not overly complex; especially with the **it'seeze** SEO tools and like most things **it'seeze** when you know how. There are companies that make a living out of making SEO overly complicated and equally there are 100s of tips and tricks which could be used, but by taking you through a basic step by step guide you can improve your listing in the search engines within the **it'seeze** system.

## What is a Search Engine

A search engine is a tool designed to search for information on the World Wide Web and although you may not of heard the term search engine before, if you use the internet you would have used a search engine at some point.

There are many different types of search engines out there, by far the biggest and most popular is Google followed by Yahoo!, Bing, Ask Jeeves and Baldu to name a few.

The search engines use certain criteria to list companies in order of appropriateness. SEO takes into consideration the way in which the search engines "read" the website.

Optimising your website encourages the search engines to read the website frequently and favorably.

**By following these **it'seeze** steps we will help your website to become more search engine friendly.**

## **How do websites get listed with Search Engines**

Search engines like well-established websites, so when a website goes live for the first time it **will take time** for the website to get ranked; even if it reads well and search engines really like it, it still could take weeks or even months before it is listed.

But do not despair; use this time to check your competitors websites and make sure yours is optimised better than theirs, can you add more content, refine your descriptions, make each page unique.... (more tips on page 15).

**Top Tip**

All websites should be registered with search engines once they go live. This is a very simple process that can be found on each search engine, it will just require filling out your web address in the appropriate area. Your website should also be registered with the hugely influential Open Directory - Dmoz.

**All it'seeze sites are registered with Google, Yahoo and Dmoz when they go live.**

### **TECHNICAL INFORMATION – READ AT YOUR PERIL BUT PLEASE DON'T GET TOO CONFUSED JUST FOR YOUR REFERENCE**

Search engines operate algorithmically and read each website by using automated software that send out 'spiders' and 'robots' which collect information from each individual website.

In order for the search engines to give the most appropriate website for the search term used, they read the website and then list the most appropriate website by positioning it at the top of the page and then the second, third, fourth etc..

Robots and spiders will then follow any links on the pages they find to gather further information. It then stores this information in the search engine database.

Search engines are then able to respond to a "search term" immediately as they already have information stored on each website.

**Top Tip**

**The more you keep your website updated and edited the more the search engines come back and gather information – which improves your search engine ranking!**

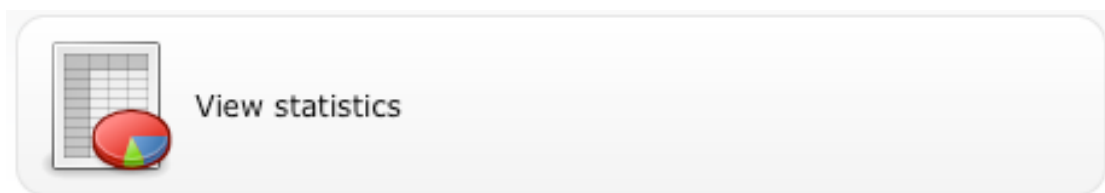
Using the **It'seeze** editing system you can see which search engines have visited your website **and** when they last looked at it. Follow the guide below and **It'seeze** as 1,2,3,4.

1- Login into your website.

2 - Click on the 'Management Tools' button – 2<sup>nd</sup> in from the right in the menu bar (depending if you have a web shop).



3 - That will then open a menu bar, click on the 'View statistics' button.

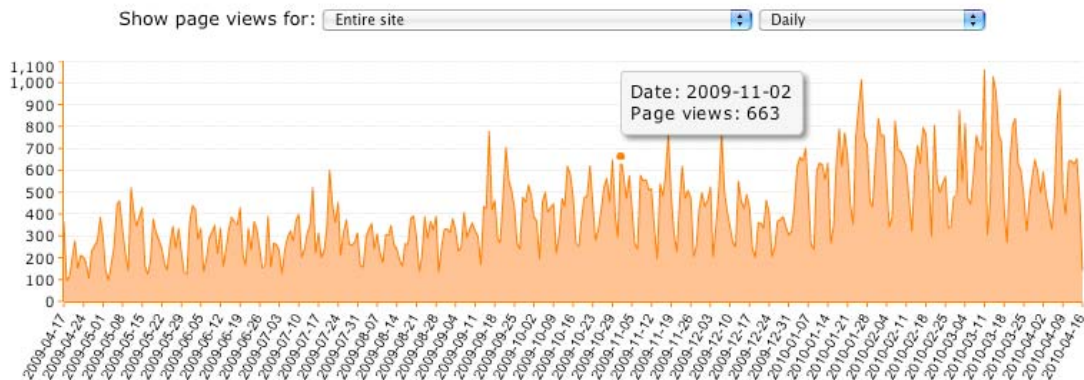


4 – All of your website statistics will be revealed...



### Page views

A *page view* is an instance of a visitor looking at a page on your site. Each visit consists of one or more page views. This graph shows the number of page views on your site for each day in the past year.



### Entry pages

The *entry page* is the first page a visitor views when they arrive on your site. This table lists entry pages over the past year, grouped by month.

Month:  Page:

Entry page path	Count
/	3217

- Simple! -

# What search results look like in Google

Searching in Google for 'website design in Torquay' \*

Google Business Listings

The more words used, the more relevant the search results become

This section shows the number of websites that contain the keywords 'website design in torquay'.



website design in torquay

Search

[Advanced Search](#)

Search:  the web  pages from the UK

Web [+ Show options...](#)

Results 1 - 10 of about 149,000 for [website design in torquay](#). (0.22 seconds)

## Local business results for website design near Torquay, Devon



- A** [Spoton Corporation Ltd](#)  
www.spotoncorporation.co.uk - 01803 407 407 - [More](#)
  - B** [Refresh Creations Ltd](#)  
www.refreshcreations.co.uk - 0845 094 2987 - [3 reviews](#)
  - C** [Computing Resolved](#)  
www.computingresolved.co.uk - 01803 209 428 - [1 review](#)
  - D** [MILK&TWO](#)  
www.milkand2.co.uk - 01803 326 648 - [1 review](#)
  - E** [Clear Blue Media](#)  
www.clearbluemedia.net - 01803 313 888 - [More](#)
  - F** [Torbay Web Design](#)  
www.torbaywebdesign.co.uk - 01803 551 941 - [More](#)
  - G** [Computing Resolved](#)  
maps.google.co.uk - 07528 007 665 - [1 review](#)
- [More results near Torquay, Devon >](#)

## Sponsored Links

### Websites from £995

Don't buy a **website** in Devon until you've seen our portfolio!  
[www.nexusopensoftware.co.uk](#)

### National Web Designers

Professional **website** packages from £499. UKs top agency. 0845 388 9042  
[www.arkite.co.uk/web](#)

### Website Design Quotes

Compare free quotes from 4 leading **Web Design** Companies near you.  
[ApprovedWebSiteDesigners.co.uk](#)

### Website Design -

Award Winning **Website Design**  
Get Your Free Consultation Today!  
[SpringDigital.co.uk/Website-Design](#)  
England

### Stunning Web Design

Take a look at our portfolio of happy clients and get a free quote.  
[www.tvdesign.co.uk](#)

### Website Design From £99

Bespoke 2-4 page websites from £199  
Ecommerce solutions from only £249  
[SortMyWebDesign.com](#)

### Pro Website Design

Get quotes from UK **Website Design**  
companies with the **Web Designers**

### Devon Web Design - Torquay Website Company - Spoton Web.

Professional **Website Design** - a **Torquay web design** company in Devon offering the best **website** to promote your business - unique **designs** and fully editable ...  
[Client list and sites](#) - [Devon Web Design](#) - [Editable Websites](#)  
[spotonweb.co.uk/](#) - [Cached](#) - [Similar](#)

### Torquay Website Design by Website Vision

Looking for web **designers in Torquay** with a proven track record in online success? We've been providing **website design to Torquay** businesses since 2001 and ...  
[www.websitevision.co.uk/torquay-website-design.php](#) - [Cached](#) - [Similar](#)

### Graphic Design | Print | Websites | Marketing - Torquay Devon ...

Having worked on many **design** and **website** projects throughout Torbay and South ... Based

Top result is what Google deems the most relevant to the search

Keywords in the Title page

Keywords in the page Description

Paid adverts via Adwords

\* Spoton Corporation Ltd is the parent company of itseeze based in Torquay

## Meta Data

The meta data is the information that search engines initially read when they come to your site. The main meta data (meta tags) that search engines look at are the page Title and Description. It is here where search engines will take keywords and phrases and check the main content of your site to ensure it is all relevant.

**Just for your reference** - This is what the code looks like when search engines look at your site.

```
<html lang="en-gb">
<head>
  <title>
    Devon Web Design - Torquay Website Company - Spoton Web.
  </title>
  <meta name="description" content="Professional Website Design - a Torquay web design company in
  <meta name="keywords" content="Spoton web design, website design Torquay, South Devon, e com
  <meta name="generator" content="WebEdit by SpotOn Corporation Limited">
  <meta name="robots" content="all">
  <meta name="google-site-verification" content="CGhpDgoH5dA8o20PRqnKRUBoLB3NHjY8BceoPYOCpjU=">
  <link rel="alternate" type="application/atom+xml" href="updates.atom" title="Entire site">
  <link rel="stylesheet" type="text/css" href="webedit/cached-content/style.css">
  <script type="text/javascript">
```

---

Meta Tags include:

- Keywords
- Title Tags
- Page Description
- Image Alt Tags

## Keywords and Phrases

Your keywords and phrases are the words that people type into the search engines when they are looking for a potential company. Search engines will then check its records and show the most appropriate website under that search term / phrase.

**Top Tip** **Decide which keywords and phrases people would most likely type in when searching for the products and services you offer!**

Example: would be if you owned a website company, a keyword would be 'website' and an example keyphrase would be 'website design in Torquay'

**It'seeze** listing down your key words...

1- Login into your website.

2 - Click on the 'SEO' button – 6<sup>th</sup> in from the right in the menu bar (depending if you have a web shop)



3 - That will then open the SEO box (shown below).

A screenshot of a browser window showing an SEO configuration dialog box. The dialog box has a title bar with a question mark icon. It contains three sections: 1. 'The title of the page is displayed at the top of the browser window, in visitors' bookmarks, and in search engine result pages:' followed by a text input field. 2. 'The page description is used in some search engines' result pages:' followed by a larger text area. 3. 'The page keywords are used by some search engines when ranking pages, and should consist of a list of words separated by commas:' followed by a text input field containing the text 'spoton graphic design, web sites, web site designers, ecommerce website, editable websites, print, Torquay, South Devon'. At the bottom of the dialog box are two buttons: 'Save' and 'Cancel'.

The title of the page is displayed at the top of the browser window, in visitors' bookmarks, and in search engine result pages:

The page description is used in some search engines' result pages:

The page keywords are used by some search engines when ranking pages, and should consist of a list of words separated by commas:

spoton graphic design, web sites, web site designers, ecommerce website, editable websites, print, Torquay, South Devon

Save Cancel

**Lists of keywords should only be put in the keywords box, separate the words and phrases with commas!**

Search engines (except Yahoo) will now no longer use any information in the Keyword section of the meta tags.

Use keyword section to reference of your keywords and phrases so you have a clear idea of what you will be using throughout the content, page title and description of your website.

## Top Tip

**When writing the content for your website you will need to keep in mind keywords and phrases you have selected, this is to ensure good quality relevant content.**

Try not be to be to general with your keyword selection, for example 'website' is a very general term that will bring up millions of results, so narrow down the search with keyphrases such as 'website design in torquay' - search engines still pick out the single words in phrases, so you would still show up in searches for 'design in torquay' or 'website design'.

### **It'seeze researching your competitors keywords.**

There are a number of online tools that can help you research keywords and competition you face by using them. Google do a 'Get Keyword Ideas' page that tells you the popularity of your selected keywords and recommends other words that might help your business.

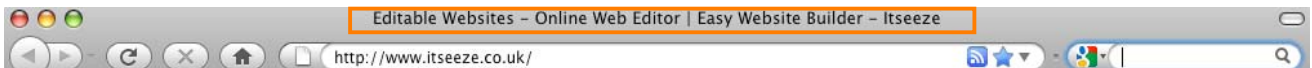
<https://adwords.google.com/select/KeywordToolExternal>

Also if you want to find competing sites that have the same keywords, just type them into a search engine and see what comes up

## Title Tags

- Ensure title tags on each page are unique and contain your best search term.
- Recommended length is 70 characters.
- Title tags appear at the top of the web browser (Internet Explorer, Safari, Firefox etc) and in search engines results (shown in Google search page).

Web browser shows title tags like this...



**It'seeze** adding, changing, updating title tags...

1- Login into your website.

2 - Click on the 'SEO' button – 6<sup>th</sup> in from the right in the menu bar (depending if you have a web shop).



3 - That will then open the SEO box (shown below).

Do not use '&' symbols when separating key words and phrases.

**Top Tip**

Remember make all title tags unique to each page!

A screenshot of the 'SEO' configuration dialog box. The dialog has a title bar with a question mark icon. It contains three sections: 1. 'The title of the page is displayed at the top of the browser window, in visitors' bookmarks, and in search engine result pages:' followed by a text input field containing 'Graphic Design | Print | Websites | Marketing - Torquay Devon - Spoton Corpora'. 2. 'The page description is used in some search engines' result pages:' followed by a large empty text area. 3. 'The page keywords are used by some search engines when ranking pages, and should consist of a list of words separated by commas:' followed by a text input field containing 'spoton graphic design, web sites, web site designers, ecommerce website, editable websites, print, Torquay, South Devon'. At the bottom are 'Save' and 'Cancel' buttons.

## Description

- This is where the content description of the site is put in, your description will show up in all the search engine results (shown in Google search page).
- It should be 150 - 200 characters.
- Include your keywords but do not repeat more than twice.
- Make sure each page description is unique.

**it'seeze** adding, changing, updating your page description...

1- Login into your website.

2 - Click on the 'SEO' button – 6<sup>th</sup> in from the right in the menu bar (depending if you have a web shop)



3 - That will then open the SEO box (shown below).

A screenshot of the 'SEO' box interface. At the top, it says 'The title of the page is displayed at the top of the browser window, in visitors' bookmarks, and in search engine result pages:' followed by a text input field containing 'Graphic Design | Print | Websites | Marketing - Torquay Devon - Spoton Corpora'. Below that, it says 'The page description is used in some search engines' result pages:' followed by a text area containing 'Devon Design - Graphic Design, Websites, Print, Marketing - Spoton in Torquay offers design and marketing services throughout Devon. Spoton pride ourselves on bringing top quality design services to all businesses throughout Devon and the UK.' Underneath, it says 'The page keywords are used by some search engines when ranking pages, and should consist of a list of words separated by commas:' followed by a text area containing 'spoton graphic design, web sites, web site designers, ecommerce website, editable websites, print, Torquay, South Devon'. At the bottom, there are 'Save' and 'Cancel' buttons. A question mark icon in an orange hexagon is positioned at the top right of the box.

Remember if you need any further help you can always click on the help button at any time and it will direct you to the relevant section

**Top Tip**

Remember make all description tags unique to each page!

**SEO PANEL SAVED!**  
It really is that easy

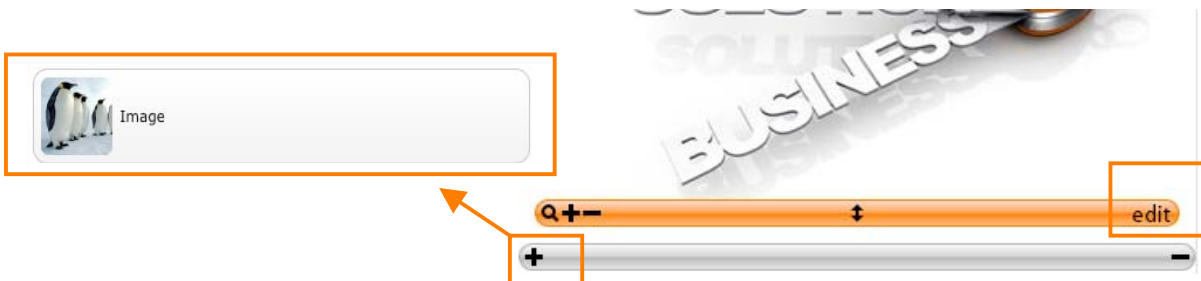
## Image Alt Tags

- Search engines cannot read images and pictures so it is important that they have a text equivalent.
- The text equivalent of the images is intended for blind visitors and search engines.

To add image tags to your images is simple

1- Login into your website.

2 – If you have already have an image on your site simply click on ‘edit’ in the orange bar below the image or if you are adding an image for the first time you will need to click on the + button on any Grey bar and select the option ‘Image’.

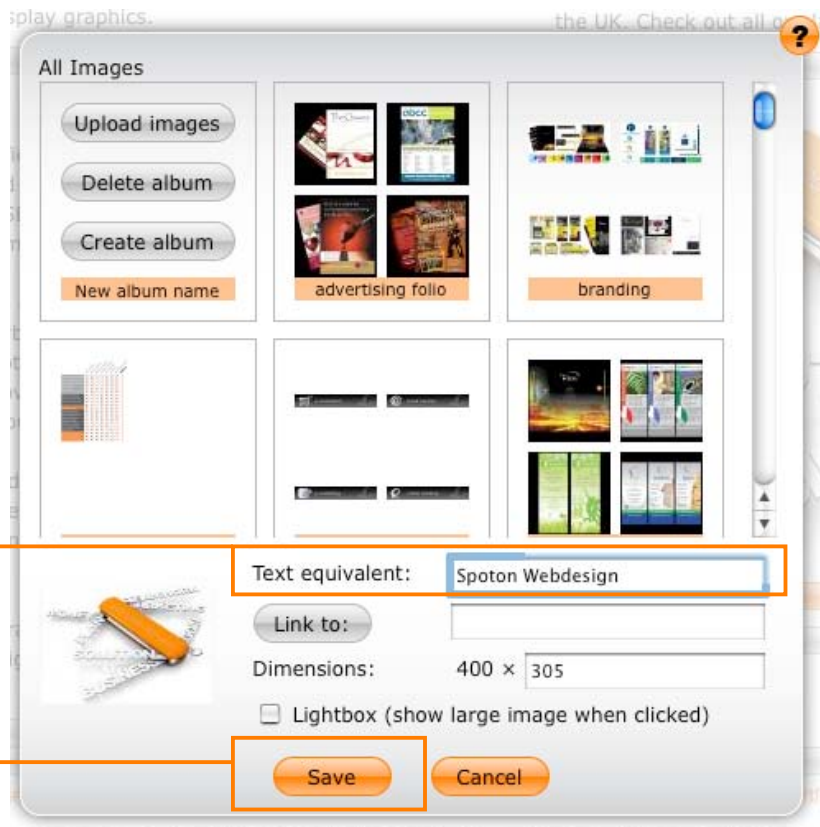


3 - That will then open the Image box (shown below).

**Top Tip**

**Think of it like this:  
‘If I could not see  
this image, what text  
should I see instead?’**

Fill in the  
desired key  
words or phrase  
and then click  
save



## Page Content

Keywords should be used throughout the site but they must be used in structured sentences, which would make sense to a reader and not just randomly listed on the page

### IMPORTANT

When search engines look at your website, it checks that your content is well written and relevant to the subject along with the keywords and phrases you have used in your page title and description.

The screenshot shows the SpotonWeb website interface. The top navigation bar includes links for 'about us', 'contact us', 'find us', 'news', 'services', 'submit a brief', 'portfolio', and 'spoton corporation'. The 'WEBSITE' menu item is highlighted with an orange box. Below the navigation bar, there are several website design examples and a search bar. The main content area features a grid of service categories: SPOTON WEB, WEB & GRAPHIC DESIGN, EDITABLE WEBSITES, BOLT-ON FUNCTIONS, STANDARD WEBSITES, MARKETING, E-COMMERCE, DATABASES, and PROGRAMMING. The 'EDITABLE WEBSITES' section is highlighted with an orange box and contains the following text:

**Devon Web Design. Torquay Web Design Company - Spoton Web**

Web Design from SpotonWeb offer professional website design together with fully editable websites and internet marketing services all at an affordable price, across Devon, Cornwall and throughout the UK.

**Website Design**  
If you want the best website for your business, employ the best web design company. For any business wishing to have their first website or upgrade an existing website we offer full website services.  
**Call 01803 407407 for a Quote**

**Internet Marketing Services**  
If you want the best search engine ranking for your website, employ the best SEO team. For any business wishing to be found on the internet by anyone searching for your product or service we offer effective SEO services. **Call 01803 407407 for more Information**

The **it'seeze** editing system puts you in control of writing and updating your content and SEO – this enables you to be proactive and not reactive to any changes in your market and improves your search engine ranking.

**Top Tip**

**Having updated, relevant content is arguable the single most important factor to successful SEO**

## AVOID - Keyword Stuffing!

### Top Tip

Be aware the search engines are now sufficiently advanced that they can detect text that seems unnatural due to duplicated text and keyword stuffing (listing / cramming in to many keywords), so include your keywords where they make sense but do not try to include a particular keyword in every sentence.

One black hat technique is to make text the same colour as its background so that search engines can see it but people visiting the site cannot. However, search engines are becoming increasingly sophisticated in detecting such hidden text and when they do detect it the entire site containing it is usually banned from the search engine.

SPOTON WEB WEB & GRAPHIC DESIGN EDITABLE WEBSITES BOLT-ON FUNCTIONS STANDARD WEBSITES MARKETING E-C

CLIENT LIST AND SITES  
WEBEDIT DEMO  
Designed for You  
ECOMMERCE DETAILS  
Search Engine Optimisation  
Website Services  
Devon Web Design

**Devon Web Design. Torquay Web Design Company - Spoton Web.**

Web Design from SpotonWeb offer professional website design together with fully editable websites and internet marketing services all at an affordable price, across Devon, Cornwall and throughout the UK.

**Website Design**  
If you want the best website for your business, employ the best web design company. For any business wishing to have their first website or upgrade an existing website we offer full website services.  
**Call 01803 407407 for a Quote**

**Internet Marketing Services**  
If you want the best search engine ranking for your website, employ the best SEO team. For any business wishing to be found on the internet by anyone searching for your product or service we offer effective SEO services. **Call 01803 407407 for more Information**

Edit Yo ANY L  
Take con  
WebEditi  
We desig  
Contro Rankin  
WebEditi  
track and search e

Search engines love to read relevant content of websites

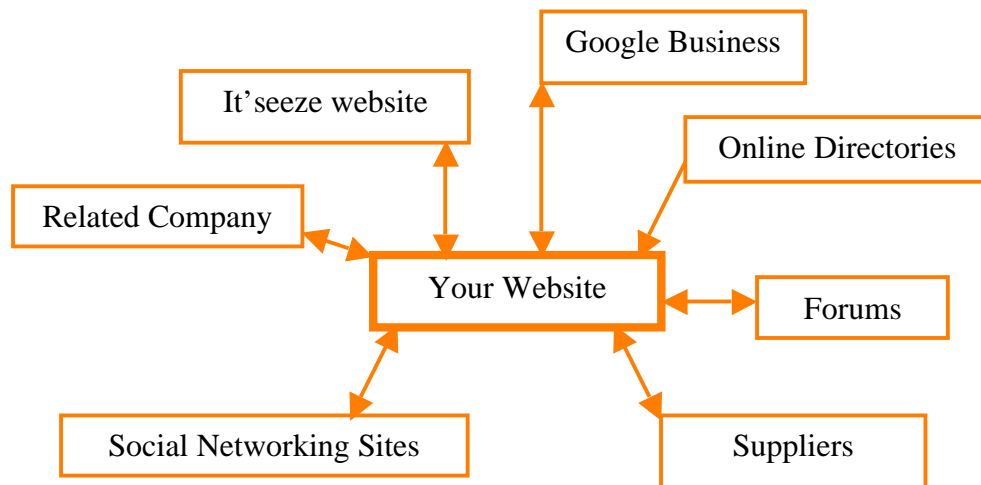
## Links and Social Networking

Links are another very important factor in achieving good SEO, links should be added to a website and either be inbound or outbound to relevant sites that contain information on a similar topic or product, this is known as reciprocal linking.

### Top Tip

**It'seeze - search engines will take more notice of your websites have more relevant links.**

- List your website in directories
- Search for other websites with a similar theme to your own – do your friends have websites; can you link in with a supplier; do you have links with any social networking sites (facebook, twitter, bebo etc)
- Contribute to forums and newsgroups
- Depending on your business, social network can be a great way to build your online presence instantly and **for free**. You can start groups, gain followers, instantly put out special offers and promotions direct to customers mobiles and e-mails.



### Top Tip

A few web directories to include your website to are:

[www.yell.com](http://www.yell.com)  
[www.freeindex.co.uk](http://www.freeindex.co.uk)  
[www.touchlocal.com](http://www.touchlocal.com)  
[www.hotfroguk.co.uk](http://www.hotfroguk.co.uk)  
[www.uksmallbusinessdirectory.co.uk](http://www.uksmallbusinessdirectory.co.uk)  
[www.business-directory-uk.co.uk](http://www.business-directory-uk.co.uk)  
[www.approvedindex.co.uk](http://www.approvedindex.co.uk)

**To improve exposure in localised Google search results, it is important to add your business to Google business listings – see our ‘a brief guide to Google business listings’ to see how to do this.**

## **All Done - What's Next**

**Be Patient** – These things will take time and will not happen over night, but don't let this dishearten you. As mentioned before, use this time to check your competitors websites and make sure yours is optimised better than theirs.

It can take weeks if not months until your site really starts to show up in search engine results, keep checking to see when the robots visit your site and the more they are coming back the better your site is performing.

**Do not neglect your site** – Keep checking your site to see if there are any improvements or updates that can be made. Such as -

- Check spellings with the spell checker
- Reword a paragraph
- Change your keyword layout
- Ensure you have good quality images with alt tags (text descriptions)
- Check all of the links are still working
- Make sure all of the information relevant and up to date

**Top Tip**

### **DO NOT try to trick search engines**

Hidden text – hiding text and links within the site

Keyword stuffing – do not just shove a load of keyword into the site

Search engine are designed to look out for people trying to cheat the system and if you are caught and this will seriously damage your listings and many even result in your site being black listed by Google!!

Don't be afraid to ask for help, if you have any questions please ask your local **it'seeze** consultant or contact e-mail [support@itseeze.co.uk](mailto:support@itseeze.co.uk)

**SEO DONE - it'seeze**