

Limetree Products Guide SEO

The office of National Statistics tells us that 73% of people looking for services, products or information will use a search engine as their first port of call. Ensuring your website is optimised for the search engines is now a critical element to any marketing strategy.

## Key Facts

- If your website isn't optimised for the search engines it won't be found.
- 73% of all online transactions begin with search engines.
- 85% of users only look at the first three pages of results in a search engine such as Google or Yahoo
- There are hundreds of search engines but only a selection of these will really help you to generate more business.
- 500 million searches are completed each day on Google, Yahoo and Ask alone
- According to the Office of National Statistics in 2007 UK businesses:
  - Sold £130.4bn of products and services online,
  - Bought £102.5bn of products and services online.
- A Forrester research study found 81 % of internet users use search engines to find websites.
- LTP blend of experience and products knowledge has helped many businesses appear high on the first page of search results using terms they have selected.

## What is Search Engine Optimisation (SEO)?

Search Engine Optimisation (SEO) is the practice of creating or modifying a web site so that it can be properly read and indexed by search engines. 'True' Search Engines, such as Google or Yahoo! operate computer programs known as "spiders" or "robots" to scan websites. LTP, as a Search Engine Optimiser, has the primary task of understanding how to present these programs and search engines with the information they are looking for in order for them to determine the value of your web site.

Historically Search Engine Optimisation success was largely dependant upon the keywords used, however today search engines require more than just key words. They look for structures, content refresh, links, associations with other sites and much more making successful SEO somewhat of a black art. LTP has established proven techniques and created SEO friendly technology which is constantly evolving to keep up with the ever changing requirements of the Search engines and their computer programs. Quite simply LTP successfully optimise websites in order to help give you higher search engine rankings.

## What does the Limetree Products deliver as part of their Search Engine Optimisation Service?

- Target Audience Analysis: Our SEO team will do a target audience analysis for your website and will suggest to you the web campaigns for more effective results.
- Competitors Analysis: We will analyse your competitors' website and create a strategy, so we make sure that search engines see your site same or better than your competitors
- Keyword Research
- Site Optimisation Report
- Link popularity analysis
- Search Engine Optimisation site map
- Web consultancy.

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## Organic Search Engine Optimisation

Organic Search Engine Optimisation is the process that is used to enable any given website to feature in the natural results in leading search engines such as Google, Yahoo! and MSN. Organic search positions are attained naturally based on a search engine's interpretation of the quality of any given website. These natural search positions cannot be bought or purchased through any type of bid process and subsequently there is no quick fix to get prominent listings in any competitive field.

It is well known that organic listings are difficult to attain. This is due to the complex process that search engines use to grade websites and determine what information a website qualifies to be listed for. This is now further complicated by the growing number of regulations such as WC3 (now known as search engine compliancy) that a website needs to meet before it can become competitive.

In simple terms Organic Search Engine Optimisation is a process that not only improves a website to a recognised standard that makes it competitive, it also ensures that the website meets all the compliancy requirements such as WC3 laid down by Google, Yahoo and MSN in their terms and conditions and webmaster guidelines. It is a startling fact that 95% of corporate websites have serious compliancy issues and are completely unfriendly to search engines.

Contrary to popular belief there remain today two main methodologies towards getting a website ranked, Pay Per Click (PPC) and Organic Listings.

The main difference between the two methods of marketing is that PPC is aimed entirely at your budget and organic listings are based on the quality and structure of your website in conjunction with the strict search engine guidelines.

### How It Works

Getting you to the top of the search engines requires a great deal of detailed work. The first step towards the process is understanding, the structure of your website, business, competition and audience, only then can you begin to create a web site.

LTP employ the following methodology in order to achieve success in Search Engine Optimisation:

- Keywords
- Keyword Density
- Keyword Prominence
- Link Popularity
- Internal Linking Structure
- Page Ranking
- Site Traffic Analysis

### Keywords

A special emphasis should be given while selecting keywords. This could be explained with the help of WHAT.

- Which keywords are to be used?
- How these could be found?
- About keywords
- True Count

- Which keywords are to be used?  
Rather than answering this question, we should define which keywords are not to be used. Basically, we can use any keyword except for keywords, which are somebody's trademark.
- How these could be found?  
Finding relevant and potential keywords is the most challenging and time consuming part in the whole search engine optimisation process but does play one of the most important roles in Search Engine Optimization.
- About keywords  
Keywords should be relevant to the page content.
- True Count  
Total word count must be 250 to 600 on a single web page. Less or more words may diminish the chance of getting better rank.

## **Keyword Density**

Keyword Density refers to the percentage of total words on the page that are keywords. It is of the up most importance to ensure that you adhere to the various search engine requirements. LTP know these requirements and will help you to create the optimum Keyword Density.

## **Keyword Prominence**

This is a measure of the placement of keywords on your pages. So it's important to not only have the correct number of keywords, but to ensure that they're in the correct positions throughout your pages. As with Keyword Density, each search engines has a different optimal Keyword Prominence. LTP will work closely with you to ensure your required content takes into consideration the principle of Keyword Prominence.

## **Link Popularity**

Link Popularity is a measure of the quantity and quality of incoming links to your site. Like the other metrics, there's more to Link Popularity than meets the eye. It's not enough to go out and convince thousands of other sites to link to your site. Having lots of links helps, but if they're not the right kind of links, the effect will be minimal. LTP will ensure that you know the principle to making the correct link and that the links deployed are of the up most use.

## **Internal Linking Structure**

Website's Internal Linking Structure can have a major impact on your search engine rankings. If your Internal Linking Structure isn't properly optimized, the effect of your optimization efforts in other areas will be greatly diminished.

There are 2 factors that determine the Internal linking structure:

- Broken Link: The site must not have any broken link. Broken link means a link that follows a page that does not exist.
- Dead Link: The page that does not have any link on it. These sorts of pages should be avoided.



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LTP will ensure as part of the ongoing maintenance that links remain in tact and realise the true benefit of being there.

### **Page Ranking**

Page Ranking relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. The current policy followed by Google is that Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyses the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important." That is why providing hundreds of inbound links is must for Search Engine Rankings. Important, high-quality sites receive a higher Page Rank, which Google remembers each time it conducts a search. So, Google combines Page Rank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query. LTP will be submitting your optimized website at thousands of good page ranked directories, search engines, guestbooks etc.

### **Site Traffic Analysis**

This is the creation of reports to analyse the traffic through a web site and ensure that not only the quantity is high but the quality and relevance of the visits is high.

**The key thing to remember in a Search Engine Optimisation project is that it does take time to achieve results. You should allow for a minimum of 9 months to achieve high search engine rankings however once you have achieved them it is almost as hard to move back down as it was to climb in the first place!**