



Spiral Sites

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How to get free targetted Visitors

One of the best and cheapest ways to get traffic to your Web site is through search engines. The increasing popularity of search engines has led to a huge industry around optimising your Web site.

Many people now think that only Professionals can help their Web site rank high within search engines. But, in reality anyone can structure their site so they rank high for many keywords.

7 Simple Steps to optimise your Web site

By following these 8 simple steps, you will improve your chances of increasing your rankings:

- 1) Target one word for each page:** Many beginners cram all their keywords onto every page. Instead of doing this, try to focus on one specific keyword for each page. For example, on www.spiralsites.com we use the key words, Web design on our design page - we haven't crammed this page with repetitions of our other keywords such as 'hosting' and 'domain names'.
- 2) List your major keywords in the links back to or within your site:** Many search engines take into account the words that are mentioned in the title tag of the links that point to your site. So this is a great way to improve your rankings.
- 3) Ensure that your keywords are listed in the title tag:** In the source code of most Web pages are "header tags" (also known as Meta tags), which help search engines understand the content of the page.
- 4) Insert your keywords in the description tag:** The description Meta tag is almost as valuable as the title tag. The information in this tag is listed directly below the title tag in search engine results. As a result, a good description can make your website stand out from other listings. To get the prospect to click on your site, it is important to write a snappy description while using your keyword.
- 5) Insert them into your keywords tag:** Like the title and description tags, keyword tags are used to help search engines understand the content of your web page. Although this Meta tag has become less popular, it doesn't hurt to put your keywords here.
- 6) Place your keyword in the header:** When writing the actual text of your site, the first part should be the headline. Whenever a search engine scans your site, it rates all words in the headline as being more important than the rest of the web copy. To take advantage of this, you should have your keyword in the page headline.
- 7) Finally write your keyword enriched Web copy:** While creating the text, you should include the majority of the keywords at the top and the bottom of the page. In addition, use your keyword a few times in the middle.

For best results keywords included within your copy should equate to about 5-12% of the total words of the page. This varies with each search engine, so you might have to make changes to find the best results. Also, change your keywords as you need to, they don't need to stay the same if they are not getting the desired traffic or the content of your site changes.

In addition, get links to your site on as many other Web sites as you can. Change the content regularly. Ensure that your Web site works by checking all the links and menu items and include a site map. Do you have a 'splash' or into page stopping the search engines from crawling the rest of your site? It might look good but what impact is it having on your search engine ranking?

If you follow all these steps, you should see an improvement in the search engine rankings for your keywords. The best part is that you can do all of this for very little cost!

If you think this all sounds like too much hard work or you don't know where to start, contact Spiral Sites today to discuss how we can help you achieve even better search engine rankings.

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