

Catch up on the latest from SEO it Right!

Welcome to the October edition of the SEO it Right newsletter. It's been a while since we've been in touch which is why we've got plenty to update you with including some new elements to our service. As always please do [contact us](#) to discuss your SEO requirements in more detail.

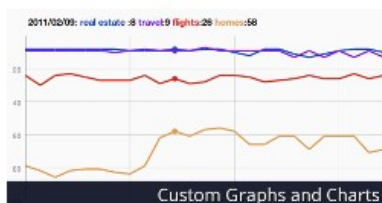
Latest developments

At SEO it Right we recognise the importance of always keeping on top of the latest developments which is why we are quite literally poised to roll out a new reporting system that will enable clients to log in at any time and view their own website rankings.

Keyword	Type	Volume 1	Google 1	Yahoo 1	Bing 1
john crowell		2	0	2	0
johnson X		2	-1	1	0
andy sandberg II		2	0	2	0
anna lucia X		4	0	4	0
boy george		9	0	14	0
matin lewis		8	0	0	0
mick jagger X		3	0	4	0
pat X		4	0	-1	-1
gary aspinall II		7	0	10	0

Daily Keyword Monitoring

This easy to use interface gives customers a clear indication of the positions of the keywords we have been optimising across 3 major search engines together with the number of backlinks pointing towards their website.



Rather than having to wait for monthly reports, clients can log in and view their data whenever they need to. Reports are updated daily so if you can't wait to check your rankings, now you don't have to!

We are also developing a rapid indexation process.

This will involve crawling the links to a website to encourage Google to index the pages quicker - without this some links could take weeks, months or even years to get indexed.

We should have more news on this soon so please do watch this space for the next update.

Or, if you can't wait please do contact us today on **0121 288 2787** or visit [our website](#) to find out more about rapid indexation or our new reporting system.

Could poor spelling affect your rankings?

With the latest algorithm changes which took effect in Google's most recent panda update, there has been some suggestion that poor spelling could negatively affect your rankings in the search engine results.

Google's Matt Cutts made the correlation between low page rank and poor spelling in a webmaster video released recently. [Watch the video here.](#)

Whilst they are never going to give us the whole story (because it takes the fun out of us spending our time wondering what it is Google is looking for!) they have made some suggestions which website owners need to ask themselves:

? **Is the content badly written or does it appear to lack authority on the topic?**

? **Are there any spelling, grammatical or factual errors?**

? **Does the site have duplicate, overlapping or redundant content?**

If you have answered yes to any of these then your website content is due an overhaul. This is particularly important if you are having SEO because despite the best efforts of your internet marketing company to perform the offsite SEO that will build your backlinks and improve your presence online, if your site has spelling errors, poorly written or duplicated content you may be hindering their efforts.

Other important factors which will not only improve your visitors experience but also boost your rankings are:

- Having a well designed, well organised website that is easy for users to navigate
- Not overdoing it when it comes to having ads on your pages
- Featuring only unique and well researched content

If you need to improve your onsite content, design or navigation please contact us on **0121 288 2787** or [visit our website](#) for more information.