



The Basic Guide to SEO for Beginners

What does SEO stand for?

SEO stands for Search Engine Optimisation. It is a way of helping companies to get onto Page 1 of the search engines, such as Google, which can increase their sales revenue. This is achieved by increasing the number of visitors the site receives from search engines by creating fresh content using keywords, building high quality backlinks, as well as integrating techniques such as social media and sending out online press releases.

Why would my company need to utilise SEO services?

Having an effective SEO strategy can ultimately help a business to increase its sales and profitability. It will increase the amount of traffic to your website, allowing you to establish or maintain a strong company brand and give the opportunity to sell more of your products or services.

How quickly will you get me onto Page 1 of Google?

There is no straightforward answer to this. Any SEO expert who tells you they can get your company onto Page 1 of Google within a short space of time may not be doing their job properly. SEO should be an organic process which can take an indeterminate amount of time. Some companies see their traffic increase in a very short space of time whilst other organisations, in very competitive sectors, may take much longer.

How will you help my company move up the rankings on Google?

We will create a monthly campaign tailored for your individual needs. Depending on which monthly package you wish to use will depend upon your budget. We will create a monthly online marketing report for you which will allow us to identify how your website has performed over the previous month, therefore we can work out which areas need further work and which areas of the website which may need tweaking.

How do you choose which keywords to optimise?

We carry out keyword research in order to identify which keywords would be worth optimising for your individual company. Ideally the keyword will have low competition but will create high levels of traffic. Some keywords may include the local area name in which you are based, and others may include a brand name which you promote within your business.



How do you optimise the keywords?

This is done using a variety of methods. We will write fresh and original content each month which will include a variety of keywords which comply with latent semantic indexing. This content will be submitted to Google to index and is a great way of increasing the number of backlinks your website may have. We also have access to a number of software packages which can help us to create organic backlinks and indexing for your website using the selected keywords.

How will I know if the SEO you are working on is actually making a difference?

Every month we will send you an online marketing report which pulls information from Google Analytics. At the beginning of the campaign, we will request your Google Analytics log in details in order for us to be able to produce this report. We will use the report to show you key information such as how many visitors accessed your site during the last month, how they found your website (for example did they key in the website address directly or did they find the site using a search engine) plus how long on average each visitor spent on the website. You should see a gradual improvement month by month on your overall traffic - for some businesses this can be quicker than others! Please also be aware that traffic does fluctuate naturally, particularly if the business is seasonal.

Are you able to tell me how my competitors are ranking?

If required, we are able to provide an analysis on your competitor's website in order to see how their site is performing and what techniques they may be using to make their site more visible. Just let us know if you would like us to check this out for you.

What happens if I no longer wish to continue with your SEO?

No problem, we do not tie our customers into a contract, we just ask them to pay on a month by month basis. All we ask is that our customers give us 14 days' notice that they wish to cancel before their campaign rolls over into a new month.

Glossary of terms

Backlinks	Links which simply 'point back' at a certain article, website or blog post. Search engines will increase a websites page ranking if they have a high number of backlinks from good quality sources
Black hat SEO	This is essentially a sneaky way of working SEO to attempt to trick Google into favouring a site. However, Google are working hard to eliminate those sites which have been subjected to Black Hat SEO by updating their algorithms on a regular basis
Blog	A website page which can be updated as regularly as the owner likes. It's a great platform for informing readers of the latest news and products of a company and can be done in an informal yet informative way
Canonicalisation	This is basically duplicate content on a website. The search engines will then struggle to identify which URLs to direct the links to, which can dilute the effectiveness of the links
Cloaking	When websites present different content to the search engines and the website user in a sneaky attempt to increase page rankings
Content	Basically any words which appear on your website or blog. The wording must be original and fresh as Google will penalise any duplicate content
Crawlers	Same as spiders, these are search engines' automated robots which crawl through documents searching for links
Email marketing	A form of online advertising, for example newsletters which are emailed to new or existing customers to inform them of a new product or perhaps a special offer which the company may be running
Hidden Text	An unfavourable way of performing SEO. Text and links may be invisible to the website visitor but are seen by search engine spiders. This is best to be avoided at all costs
Keyword	A word or phrase which a website can rank for, for example 'ladies shoes'
Keyword stuffing	This is a technique which is definitely not favoured by Google! Keywords are 'stuffed' into the content and code on a website which can make the page unreadable. Ideally, keywords should only be mentioned a couple of times on each page and should be relevant to the content written on that particular page
Landing page	Quite literally the page which you 'land' on when you click on a link from another page
Latent Semantic Indexing	This is a method which finds synonyms for the keywords which you wish to be optimised, for example 'osteopaths in Birmingham', 'Birmingham osteopath', 'osteopathy practice in Birmingham'. Naturally, different people use different keywords to find the same product or service, which is why we need to use LSI to optimise a wide range of very similar keywords
Links	A link is basically just text you can click on to follow to another webpage. The higher the number of links a website has to other sites, the more favourably search engines will look upon it
Local SEO	This is where keywords include a specific location, so that users can search for a specific product or service in their local area, for example 'shoe shops Sutton Coldfield'

Long tail keyword	A keyword which is very specific, such as 'ladies shoes size 5'
Meta data	This is simply a description of other data. For example, an image may contain meta data which describes the size of the picture, the image resolution and precisely what colours have been used
Offsite SEO	This is anything which is not directly part of your website, but still may affect your page rankings, such as back links
Onsite SEO	This is SEO which takes place directly on your website such as your page titles, images, meta data and content
Organic SEO	This is the process of improving the rankings of a website via the creation of natural one way links which are built up over a period of time
PPC	Pay Per Click, which is a form of online advertising. These are the adverts which appear at the top of a Google search results page
Redirect Pages	Another unfavourable Black Hat SEO method. Keyword stuffed landing pages are quickly redirected to the genuine website page
SEO	Search Engine Optimisation
SERP	Search Engine Ranking Position
Social marketing	For example Twitter, Facebook, Google Plus, as well as blog posts. Using social media is a great way of increasing your company's brand awareness and letting potential or existing customers know of your latest news
Spiders	Same as crawlers, these are search engines' automated robots which crawl through document searching for links
Traffic	Quite simply, the number of visitors to your website
White hat SEO	This is the correct way to perform SEO, as the techniques used are organic and fair to all internet users