

Tips to improve your search engine rankings and generate visitors to your site.

Let Google know what you do... so Google can match what you do with people searching for your products or services? **Header tag** and corresponding **content** on your front page is the MOST important aspect of search engine optimisation.

A Powerful Headline

is the most important aspect of a website to ensure your visitors stay on your site.
Key aspects of a headline:

The best headlines fall into one of these seven categories:

- They promise a major benefit
- Ask a question
- Offer an answer to a common problem
- Make a news announcement
- Is a direct message to your customer group. E.g. Trucker stop cafe
- Announce a warning
- Cite a customer's testimonial

Your Website Copy

should match a need that your viewer is trying to find a solution too. Put yourself in the shoes of a customer or ask your friends to answer 'if they visit your site do they clearly understand what you do and can clearly see how to buy or how to contact you?'

Increase Your Position

and therefore increase your chance of higher rankings. You have to either increase your natural Traffic (i.e. get people visiting your site) or increase your inbound links. (get links on other sites to yours). These need to be google page ranked sites.



Free sites to register on to help improve your ranking

http://www.linkedin.com	Google page rank 9
http://www.facebook.com	Google page rank 9
http://www.finda.co.nz	Google page rank 7
http://www.hotfrog.co.nz	Google page rank 6
http://www.nzs.com	Google page rank 6
http://www.searchnz.co.nz	Google page rank 7
http://100.newzealand.co.nz	Google page rank 5
http://www.nzpages.co.nz	Google page rank 6
http://www.zenbu.co.nz	Google page rank 4
http://www.dmoz.org	Google page rank 8
http://www.nztop50.co.nz	Google page rank 3
http://www.bing.com/webmaster/SubmitSitePage.aspx	Google page rank 6
http://www.newzealandwebsites.info	Google page rank 4

Useful tools

Google tool bar, once downloaded go to properties and turn on Google page rank. This will help you see the importance of websites when linking to you and also indicates if Google has indexed a sub page

<http://www.google.com/toolbar/ie/index.html>

or you can get it here without downloading anything

http://www.prchecker.info/check_page_rank.php

Submit your website to Google and Yahoo

<http://au.docs.yahoo.com/info/suggest.html> submit your site to yahoo

<http://www.google.com/addurl/?continue=/addurl> manually submit your site to Google

Get a Google account

and add your business to [Google Places](#) plus get [Google Analytics](#) so you can find out how many visitors you are getting to your site.

www.google.com/accounts

Google Free Keyword research tool

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