

Whats Hot

- Firefox takes tougher stance on mixed content— Mozilla is taking steps to lock down mixed content Web sites for Firefox in an update Friday to Firefox 23 Aurora. In Firefox 23 Aurora, the pre-beta version of the browser for Windows, Mac, and Linux, Mozilla will block by default mixed active content. Mixed content is a term that refers to a Web site secured with HTTPS that loads some of its content, such as images or scripts, from standard HTTP sources, and can lead to eavesdroppers and man-in-the-middle attacks.
- Is protecting intellectual property from cyberthieves futile? After the publication of the Mandiant report earlier in the year linking China's People's Liberation Army to ongoing and massive cyberattacks against U.S. corporations, government agencies, universities, and other organizations, policy makers and industry experts have been trying to figure out how to better secure their intellectual property against cyberattacks.



The Dark Art of SEO

You can ask 10 people to give you their top 10 SEO tips and you will find no 2 to be the same. The fact is, no one exactly knows for certain what search engine algorithms are looking for, and the algorithm changes from time to time. So what is good SEO today, may not be in 6 months time. That said, there are certain tried & trusted methods that most people use,

1 Content

This might sound obvious, but write quality content, focusing on adding all keywords into your page text. Content needs to be updated regularly. Not only to keep it interesting to crawlers, but also for your site visitors. Order your pages in a logical and relevant way

2 Keywords

Although there is debate

but, as SEO by its very nature is in a state of constant flux, it is an ongoing activity, it is not something that you do today and then forget about it. It is a work in constant progress. For this reason, many of the big companies employ either their own in-house SEO dept, or enlist the services of specialist SEO consultants. Google have even released their own SEO Starter Guide, to help the uninitiated. Nip over to our downloads page of our website and download a copy to go with this newsletter.



on the effectiveness of keywords, you will be hard pressed to find a professional site without them. Choose your words wisely, possibly see which keywords your competition are using, and maybe use tools like goggle AdWords for selecting keywords

3 Links

There are backlinks and internal links. Internal are

the easiest to do, and they help the crawlers index all your pages. Place as many relevant internal links on your home page to other pages on your site. Then do the same with other pages. Backlinks are the hardest and most important to get. Getting other websites to link to you. One of the easiest ways of doing this is registering your site with all the local online

business directories.

4 Sitemap

Search engines will find you easier if you tell them where you are!! Submit your sitemap to Google Webmaster Tools as well as Bing & Yahoo.

5 Tags

Good structural use of tags is important, look at your design, just as you would writing a document. And also use hidden tags for the crawlers to help index.

Common tags are - Keywords/Title/Description/ Hierarchy (H1, H2)/Alt/ Meta

6 Social Media

Social media matters now more than ever. Use Facebook, Twitter, and other social media to get your site noticed. Ensure your media page has a link back to your site and get a like button on your site. Update regularly. The importance of social media cannot be stressed enough.

7 Blog

One of the easiest ways of keeping your site updated on a regular basis is to add a blog. This also keeps your site fresh for your customers and crawlers ensuring they come back often. Link your posts to social media.

8 Google AdWords

Want to get noticed the quick & easy way? Then use AdWords. This is where you pay google to place your site in the sidebar or the top when someone searches

your keywords. You pay on a per click basis and you decide the cost based on what your competitors are paying.

9 Google Analytics

Use google analytics & webmaster tools to effectively help track your SEO efforts. How many visitors, demographics, keyword search, top pages, external/



internal links, bounce rate, etc over a timeline.

10 Mobile Friendly Website

Pure and simple if you do not have a site optimised for mobile devices you are missing out on many customers. Data indicates that over 30% of all web traffic is now coming from mobile devices and tablets. A website designed for mobile devices is called a 'Responsive' website. Check your own site on an iPhone, iPad or other mobile device to see how it looks. Ask your web developer to build one if you do not have one.

IMPORTANT

Do Not Cheat

Do not try to fool search engines. Don't try to present one version to your visitors and a different version to search engines. Do not

stuff keywords in tiny fonts or invisible colours. Or try to over optimise in unnatural ways. When detected, a site trying to trick the search engines shall get black listed. More to the point, make sure your SEO provider is not using bad SEO. For this reason alone, you need to have it documented exactly what strategies

are being applied and when.

Summary

As you can see there is no one technique for SEO, all 10 plus more need to be done to not only climb higher in the rankings, but to stay at the top once there. SEO is an ongoing progress, so if someone in your organisation or your web developer is not doing

this for you, it maybe time to employ an SEO specialist to bump you up the rankings, and to keep you there???

Feel free to call us for more advice on SEO if needed.

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