

Search engine optimisation & promotion, submission and marketing advice



Search Engines

Maintenance

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Planning



Welcome to the Cravenplan Advice Centre.

Advice on Search Engine success, optimising, web site promotion, submission and marketing plus many other things.

All content on this page is prepared by John Murray (SEO)



We have produced this advice area to give you a clearer idea of the importance of planning, maintaining and promoting your Web site.



Continuing Service

This site is maintained by the specialist team at Cravenplan to help you through the pitfalls of the Web, before and after your site has been constructed.

As a demonstration of our success in search engines just click a link below to search for Cravenplan.

Yahoo :



Google :



AltaVista :



- Search Engines
- Maintenance
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- Technical Support
- Planning your Web site

**Search engine optimisation, marketing, promotion and positioning**

**in the UK**

A guide to **optimising web sites for search engine ranking.**

It's a black art, but does it work?. There's no doubt, that done properly, optimisation and professional promotion can send volumes of traffic to your site. It's up to you to capitalise on it.

Here are a few pointers that should help you decide how to promote your Web site on the internet. After all, if no one can find it, it won't work - ever!

There is a whole lot of guff talked about search engine optimisation and promotion, lots of 'too good to be true' deals. "Let us register your site with 3000 search engines", how many times have you seen that?

So if you don't want to throw your money away on dodgy promotions, read on....

**Search Engines and Directories**

Once you build a Web site you must help people to find it.

The internet is like a library, but the books in no order and someones turned the light off. How can you find what you want?

This is where search engines come in. They will catalogue the library and deliver relevant topics when asked. There are getting on for 5 billion pages on the Web. That's five BILLION - or one for nearly every person on the planet today.

Search engines and directories are the means that people use to find what they're looking for. They scour their index for sites that mention the keywords (the topics) that have been typed in, and display the results.

### **Types of Search Engine**

There are two different types of Search Engine. To put it simply, they are Directories (like Yahoo) and Search Engines like AltaVista or MSN.

The directories are compiled by humans and split their subjects into categories whilst the search engines 'crawl' the web and index what they find. In either case, you need to tell it where to find your site in the first place - this is called Search Engine Submission.

### **Search Engine Submission**

For a site to be successful, it must be listed with the Search Engines. It must also use wording that will show up well in searches.

Building a search-engine friendly website is an art in itself. This rather arcane art is called Search Engine Optimisation.

### **Search Engine Optimisation**

Employ a Search Engine Optimiser (like me), a specialist who makes sure that the relevant words and phrases appear in the best positions on the pages. There are many considerations, complicated by the engines modifying their preferences on a monthly basis. The trick is knowledge and experience.

Part of the effort is to research what people are looking up. We pay for access to a database listing over 350 million searches carried out over the last eight weeks. That way, we make sure that we are constructing the page in such a way that people will find it.

There are those who try to fool search engines. If they are detected, the site will probably be penalised and shifted down the rankings. And, in many cases, removed from their listings completely.

And, it's worth noting, search engines all use different means to look for sites.

Most read the text on the page. That's one reason you found this page. Some use meta tags although most now ignore these, some use the description tag and some use even use what is called 'alt text', the text you see when your cursor is over an image on a page. Oh, and don't forget relevant links **in** from related sites. Most don't see frames, and can't follow the links properly so they ignore sites created using frames.

The rules are constantly changing - which is why I work full-time on them.

### **High ranking on search engines**

Apart from the conventional site optimisation techniques, there are various ways of getting your site to show up well on search engines.

Hook pages can be a good idea. They are pages related to your site through a topic, rather than the main subject - Rockbase, the definitive music database, has a 'UK Radio Station' list which introduces potential customers.

A recent development has been for many search engines - especially the major ones - to insist on paid submissions. A word of caution though, some are more effective than others! We know which ones are worth paying for.

Search engines get their content and results from several sources, Inktomi provides information to 126 different engines, like MSN and AOL, Yahoo uses Google information and many add in results from GoTo. This is the tip of the iceberg.

It's part of my work as a Search Engine Optimiser to know about these links and to exploit them for the benefit of my customers.

### Great deals

You may see adverts from people offering what look to be great deals.

"We'll submit your site to 3000 search engines for \$49.95!!"

Why is that a bad deal?

For starters, there aren't 3000, or even 300, search engines that are worth submitting to. The top six search engines get 95 percent of the hits. Time is much better spent figuring out how to maximise your results in the important search engines and in specialised directories. The cheapies aren't going to do that for \$49.95. In fact, all they're going to do is to plug your URL into an automated program that submits it to a bevy of search engines with the click of a button. However, search engine submissions do not always take on the first attempt, and many engines deliberately exclude automated submissions. So your \$49.95 is gone, and your site will see no benefit.

I could do that for a tenner so if you're still tempted.

I used automated submission software when it worked, but things have moved on. Many search engines now discriminate against this type of software so I submit manually to selected engines & directories.

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But what about 'getting to number one'? Surely, that's a good promise, isn't it?

It's less attractive than you think. Let's try a search.

Hit the Google link to search for ICI, you know, the chemical giant.

It comes out top just as you'd expect.

Now search for chemical manufacturer .....

It's nowhere.

Anyone can get to number 1 on a unique word or trade name, but on a generic key phrase, that's much more tricky.

Now search for web design salisbury. Out of 509,000 results returned, Cravenplan and our subsidiary, Spectrum are number 1 and 2.

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Can your site benefit from search engine optimisation, check out these links for more in-depth information:

[web design salisbury](#) | [search engine specialist](#) |

**ENQUIRIES** : [john@search-engine-specialist.co.uk](mailto:john@search-engine-specialist.co.uk)

or call : 01747 858004

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Copy advice by freelance writer Ruari McCallion