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Some basic search engine optimisation tips by Hector Castaneda

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SEO is a new skill that has become an important part of any business, and is seen as an art form as there are many people that say they know SEO but not many can claim to be up to the standards of Leonardo da Vinci. A good SEO professional will look at every aspect of the customers' business before deciding on the strategy they are going to put in place for the customer to increase sales and enhance the brand name. It is important when you are putting a strategy in place that you start from scratch to ensure that you don not miss a major issue that could affect the campaign further down the line. As an SEO professional you need to first look at the technical issues on the site to make sure that they are resolved before you move on to onsite link building. These issues could include the following:

www. and non www. versions of the website i.e. www.joebloggs and just joebloggs (creates duplicated content).

Make sure the site does not have two versions of its home page joebloggs.com/default.aspx and joebloggs.com.

These are just two examples of what you should be looking for when you are technical reviewing the website of a client.

After you have removed all the technical issues on the site you need to address your onsite targeting. The first step of this is to perform keyword research to make sure that you are targeting the correct keyword for your market sector. These may not always be the industry terms as consumers do not search for industry terms. After you have performed the keyword research you need to make sure that you map out your keywords across your site, as you do not want to target the same keyword on more than one page. After you have mapped out your keywords you need to create your title tags as these are one of the important ranking factors held by Google. If you get the title wrong there is not point doing anything else on site as they hold so much value.

The next step is to make sure that your content and the headers on your site contain the keywords contained within your title tags. This is important as it adds relevance to your site when a search is performed by Google, so your rankings are increased in the natural search results. You must make sure that technical issues are resolved on the site before you start any onsite targeting. The next step after you targeted your website is to build up your authority for a selection of target keywords and terms. This done by making sure the your site has a varied back link profile and that you link to deeper pages other than the home page.

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A professional a SEO agency London-based will start at the beginning when looking to employ Search Engine Optimisation techniques your site. This ensures your a marketing agency London is building your authority naturally.

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