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Search Engine Optimization in the Yorkshire Area by Jony Ross

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More and more businesses in Yorkshire are now using websites as a way of offering their products/services to a wider customer base. Having a company website is a â€œmustâ€• in this day and age when so many people are choosing to either shop online or do some research online before buying. However, itâ€™s no good having your website looking great if it doesnâ€™t appear towards to top the search engine results when people are looking for what you sell. This is where search engine optimization (or SEO) can help you.

Using the internet is a great way to check on the prices and availability of goods â€“ it means that the customer can cut down on shopping time if they know exactly where they want to buy a certain item. If you have the products available in your shop at the right price and prospective customers can see that from your website, then theyâ€™re likely to make a beeline for your door. However, people searching for stuff online very rarely go beyond the first page of the search engineâ€™s results, so you need to use SEO techniques to make sure that your website is one of the first featured in the list. Although search engine optimization isnâ€™t exactly rocket science, it can be a bit confusing if itâ€™s something that you havenâ€™t come across before.

Your online marketing strategy will need to consider how search engines work, what people are likely to search for amongst your products/services and the search terms that they actually use when doing so. These issues need to be taken into account when writing both the text and the code for your website as this is what will make it easier for search engines to find and push it up the rankings.

Search engines such as Google, Yahoo and Bing will â€œcrawlâ€• websites to gather information to add to their databases. The search engines may not crawl every page of a website, just the ones that are closest to the siteâ€™s root directory. Search engines could well ignore pages that contain PDF files, flash files or some types of graphic content. This means that, although your website may have some great images or interactive content that you think would impress visitors, it might be counterproductive and result in your website being listed below other, more minimal websites!

Some things you can do to promote your website and push it higher up the search engine rankings include cross linking pages to other pages within the website. You can edit the text on the page to include â€œkey phrasesâ€• or â€œkeywordsâ€• that are most likely to be used as search terms. You can or change the content on the website regularly â€“ this means that the search engines will crawl it more often leading to a rise in the rankings.

Another search engine optimization trick is to promote your website to get more backlinks (incoming links). The key phrases that youâ€™ve used will need adding to the pageâ€™s meta data, including the meta description and title tag. The most vital think you will need to do, though, is to carry on working on the SEO for your website. Develop an effective plan for this and keep working on it to make sure that your website stays at the top of the list. Donâ€™t let other Yorkshire based businesses overtake you in the search engine results by letting your website slip.

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Jonny Ross Consultancy is based in Leeds, West Yorkshire. Known for a personal, responsive and great value for money service. Being extremely knowledgeable we offer a hands on service in bespoke web design, web development and a SEO (Search Engine Optimization) at a realistic cost.

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