

Get on top of the search engines

In order for potential clients to find your website using major search engines, your website has to be achieving top site positions. Failing to accomplish this could lose you potential new business!! The following is a quick summary on how to increase your chances of successful registration with search engines:

1. How to prepare your website for submission to search engines

- Ensure that your web pages are fully **optimised** for your most important key word phrases. Contact us if you need with optimisation.
- Ensure you have relevant text on your home page including your desired keywords.
- Increase the number of **links** to your site from other websites. For example, including a useful links page on your site, and requesting return links, will help increase traffic flow to and from your website. Also request links from related trade & industry websites and directories advertising local businesses.
- Remember, nothing will guarantee top rankings on search engines as they constantly change, but these tips will increase your chances of moving up the ranks. Be careful when choosing keywords, some are obviously more popular than others and if yours are common keywords there will be a lot of competition.

2. How to submit your site to search engines:

- Avoid using automated submission packages.
- Submit your site by hand to the major search engines. Below are links the major search engines:

Google – www.google.com/addurl.html

Yahoo – <https://siteexplorer.search.yahoo.com/submit>

Bing – <http://www.bing.com/docs/submit.aspx?FORM=WSDD2>

Open Directory – <http://dmoz.org/add.html>

3. The next steps

- Check the search engines approximately six weeks after submission to see if your site has been successfully registered. To do this, type your full domain name into the search box.
- Make slight changes to your most important pages every month and re-submit them to the search engines. Even adding a word or changing punctuation will help.
- Once your site has been successfully registered, monitor your site ranking with the different search engines every 6 weeks to check your position.
- Ensure that all your promotional literature, including stationery, brochures, leaflets, packaging, advertising and press releases, includes your full web address, as this will increase your site popularity.

If you need help in designing a new fully optimised website, or if you have an existing site, which is either way down the search engine lists, or not included at all, please [email us](mailto:contact@samui.co.uk) or call us on 01865 823153. We can work with you, either to help you make the most of your existing website, or to design and create a new site which will bring your profile higher up the search engine lists.