

# Direct Internet Services

## Intelligent Search Engine Solutions

### A 10 point Guide to Optimising Your Website.

1. **Be clear on the objectives from your website.** What do you want to achieve and how will your target customers be searching for information? Do you want to attract a high quantity of visits from a broad customer base, or a small number of highly specific visits? Do you want to draw traffic from worldwide, or just in the UK?
2. To succeed on search engines, use the type of **keywords and phrases** that your potential customers might use to find information about you – not necessarily those that you would select. It will be vital to get this part of the optimisation process correct as it is crucial to successfully optimising your website.
3. To improve your chances of being listed on directories (and to be generally 'user friendly' on the web) make sure that your site is designed to be **easy to read, clear navigation throughout the site and quick to download.**
4. Above all, **content is crucial**, providing users with relevant and useful information that will keep them coming back to your site and written in a way that is search engine friendly.
5. **Design No No's.** Always try to avoid using Frames as well as redirect pages, software such as Flash, PHP or dynamically generated pages. These can all impact negatively on how a search engine can, or will, index your site.
6. **Include elements within the site for resources and links.** This will offer value to your users but more importantly, allows you to build 'link popularity' through reciprocal links, which in turn will help enhance your search engine ranking and create traffic from other websites. Many websites now, most notably Google, use this as an important part of their ranking criteria.
7. **Don't use spamming techniques** to improve your ranking as any short-term gain will ultimately lead to long-term loss if your site is blacklisted by the search engines. These should include cloaking, hidden text or links, doorway pages or pad out your Meta Tags with irrelevant and site unrelated content. Most search engines will penalise you for this.
8. **Choose a web design company who integrate your marketing needs into the design process** and is not simply keen to demonstrate their skills on the latest software techniques. Even if your web designer does not offer a full search engine placement service, they should be aware of how the basics relating to effective search engine marketing. Don't be taken in by the promise of submissions to hundreds of search engines, as this is a total waste of time. The vast majority of traffic is driven by a handful of search engines.
9. If search engine optimisation is not offered by your web designer, **talk to a specialist company** such as **Direct Submit Internet Services**. We understand the techniques required and keep up-to-date with the changing requirements of the top search tools on the web.
10. Remember, effective search engine optimisation requires a degree of **'ongoing site management'**. It's very likely your website will require some type of updating or tweaking and re-submitting to keep it in the ascendancy.

If you feel that hiring a professional SEO firm could be your preferred choice, then please contact Direct Internet Services now to discuss your requirements. Contact us via email at [info@directsubmit.co.uk](mailto:info@directsubmit.co.uk) or visit our website at <http://www.directsubmit.co.uk>