



# SEO SUPPORT

## OPTIMISATION BASICS

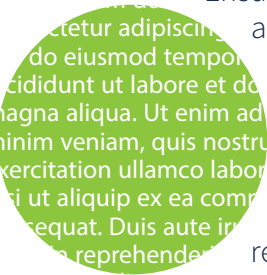
Register with Google using a generic email address such as mybusinessname@gmail.com, this then allows you to submit your site to Google and sign up for Google SEO tools. You do not need to utilise the gmail address, this is simply the basis on which to connect all your SEO tools and to manage your submission with Google.



Generate a sitemap for your site as an XML file. You need to upload this XML file to your website root folder before proceeding with your sitemap submission to Google, which can be actioned by GWS development team. Once the XML file is in place, you can register for Google Webmaster and submit your sitemap to Google. This is a simple step by step process however, you then need to allow an 'amount of internet time' for Google to send in their 'bots' to look at your site to see if you meet their criteria. If you have informative, clean content relevant to your business without too many unnecessary repetitions, Google will start to display you in their search results, over time if you keep your content current and relevant your search ranking will improve.



Ensure you have some plain text information on your homepage, Google 'bots' like this and use it to rank and classify your site. This is essential. Name your homepage images with keywords you think are relevant and gauge as important search terms.



Sign up for Google Analytics to start to monitor your demographics, what visitors are looking at, and how long they stay on your site before leaving. This will give you guidance on what is valuable for visitor retention, and what is not engaging and makes visitors leave your site.



Launch Social Media Channels, such as Facebook, Twitter, Pinterest, Google+, Instagram, YouTube and LinkedIN. Consider adding a blogging platform and start posting, Google 'bots' search Blog posts daily; which will contribute to a healthy ranking.

Claim your business listing on Google Maps and create a Google+ Business Listing.



List your website on all the free listing sites; no need to opt for the premier listings as these typically carry an annual fee, use the basic free listing option only.



Assign a daily budget or campaign budget and start Google Adwords. Best options are to have a goal in mind, tailor the ad and ensure you have a website landing page as a lead in relating to the ad. Keep your campaigns targeted and focused on one topic, or seasonal campaigns. Broad search terms such as 'pens' and 'bags' are not worth pursuing as these search terms are extremely broad and highly competitive in regards to cost per click.



### No time for SEO?

Speak to our Support Team today about adding SEO to your MPS or Brandsites website