

This paper sets out to discuss the whole process of using the internet to market to customers and generate leads/sales. This is a huge topic and we will only scratch the surface here. However, we hope to provide sufficient insights into the way it all works.

## A FOUR STEP PROCESS

- Research
- Page Optimisation (SEO)
- Selling the page
- Site Marketing (Search Engine Marketing)

In this paper, we examine these four steps in detail and then give examples and show common mistakes at the end. In truth, search engines WON'T SAY how they index, but there is consensus from a large body of opinion on the following analysis:

### 1. RESEARCH

Search engines index PAGES, not Websites. This means that EVERY page on a website has the opportunity to attract visitors according to its specific content.

Page Optimisation is about getting the search engine to believe that PAGES on the website are highly relevant to particular searches. If the search engine recognises a page as highly relevant, it will CONSIDER placing it higher in the search results.

#### **Research Keywords and Phrases**

Start with **market research**. Who is in your market, who comes out top and how many competitors are there? Getting ahead of colleges, media, and government institutions in ranking can be more difficult than company websites. Look in particular at the *page rank* and volume of *inbound links*.

Then move to **keyword research**. Each page should be optimised for a single theme. Find a group of keywords that reflect that theme and make sure the page uses them in the correct manner (see Page Optimisation).














Researching Keywords is not a trivial task. Learn to think like the buyer, not the seller. A site may *sell* "prestige apartments for rent in the heart of the city", but *buyers* search for "rent flats in London". The debate around this example will be instructive.

People searching Search Engines represent the **most targeted marketing** in the history of the world. People type into search engines **EXACTLY** what they **THINK** they want...

... and the Internet gives an unrivalled wealth of data to help take advantage of this fact.

Check what words and phrases are actually being used both globally and in a particular region. Get an indication of the number of sites competing for a given phrase and a list of suggested alternative phrases.

Take a Keyword like "rent flats in London". You can find the following:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<a href="#">prestige apartments</a>		5,400	1,000	
<a href="#">apartments</a>		68,000,000	4,090,000	
<a href="#">holiday apartments</a>		450,000	165,000	
<a href="#">rent flats in london</a>		90,500	90,500	
<a href="#">furnished flats in london</a>		880	-	-
<a href="#">buy flats in london</a>		3,600	2,400	
<a href="#">cheap flats in london</a>		9,900	8,100	

Find out how this search term has changed over time (back to 2004)



This will give some idea how the perceived market is changing.

Look for Keywords on the rise if possible. For example, over the last 5 years:

### Rising searches

1.	<a href="#">gumtree london</a>	Breakout
2.	<a href="#">studio flats london</a>	+120%
3.	<a href="#">studio flats</a>	+100%
4.	<a href="#">flats to rent</a>	+80%
5.	<a href="#">cheap flats</a>	+50%
6.	<a href="#">flat in london</a>	+50%
7.	<a href="#">flat to rent</a>	+50%
8.	<a href="#">london flat rent</a>	+50%
9.	<a href="#">flats for rent</a>	+40%

For Advertisers, there is even an estimate of the likely traffic and cost for PPC (Pay-per-Click) advertising.

Keyword	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
<a href="#">rent flats in london</a>	90,500	£1.15	1.31	19	£23.63

That's 19 targeted leads per day, costing an estimated £23.63.

Don't necessarily aim for the highest volume keywords – that's the biggest competition too (usually). Getting ALL hits from a low volume keyword still counts as a good result.

### **Competition**

In the above example, if we search Google for “rent flats in London” we will see the following:

On the left hand side, after all the advertising:

#### **[Flats to rent in London](#)**

Flats to rent in London. Search for flats to rent in London. View houses, flats and apartments in London and all London property. Search for a new home to ...  
[www.foxtons.co.uk/...london...rent.../flats-for-rent-in-london.html](#) - Cached - Similar

This is the first “organic search” result (i.e. non-paid advertising), and:

#### **[Flats for Rent: London](#)**

1,2,3 bed flats from £900pcm  
 Some with Free Satellite TV!  
[www.YoungLondon.co.uk](#)

This is an example of a Pay-per-Click (PPC) Adword advertisement.

We can now analyse how these two companies got on to page 1 and learn from their success.

### **Summary Keyword Research**

1. Start with what you think the keywords should be
2. Check how many people are actually searching for them
3. See what other keywords are suggested
4. Look at the competition and learn from them
5. Group keywords around single themes (for individual website pages)

## **2. PAGE OPTIMISATION (SEO)**

### **Page Optimisation**

These are the things that embed keywords in a web page and optimise that page in the search engines. On a web page there is both visible (to the reader) content and hidden content. Also, the page structure and other content can play an important role in SEO.

## Visible Content

Simple as it sounds, write good, natural content about the page topic. Don't deviate, stick to the subject. Here are some technical pointers:

1. Write at least 300 words. The search engine needs enough content to index the page.
2. Use primary keywords in the page heading.
3. Use the keywords near the beginning of each paragraph.
4. Occasionally place keywords in bold or italic.
5. Use meaningful links. See our [Customer Video](#) is better than Click [here](#) for video.

## Hidden Content

There is a lot of useful information within the page code that is not normally visible to the page reader. These are often good places to put keywords, because the search engines read the whole page. These hidden places are often called Tags.

**Title Tag:** This is often displayed by the search engine as the header in their results page. It also shows on the page tab in most browsers. It is one of the most important places to place the top keyword. Make the title no more than 60 characters, e.g. [Rent flats in London | Widest choice available](#)

**Description Tag:** This is often used by search engines under the Title Tag to display what the page is about – so make it describe what the page is about. Again, use the keywords here where possible. The description should be up to 170 characters long.

Using the example above:

[Flats to rent in London](#) ← Title TAG  
 Flats to rent in London. Search for flats to rent in London. View houses, flats and apartments in London and all London property. Search for a new home to ... ← Description TAG  
[www.foxtons.co.uk/...london...rent.../flats-for-rent-in-london.html](http://www.foxtons.co.uk/...london...rent.../flats-for-rent-in-london.html) - Cached - Similar ← Page URL

**Alt-TAGs:** These are used to describe the images on a page and often appear in the browser when the mouse is hovered over an image ("screen tip"). Search engines cannot "read" an image, so the Alt-TAG tells them what the image is about. Use keywords here, certainly in the first few images on a page. (Browsers also use this to "read" to visually impaired users.) Search engines are rumoured to penalise the *lack* of these tags.

**Link-TAGs:** Every link on a page not only has the words of the link, but can also have a "title" tag, which, again, may appear as a screen tip when pointed at. Use the title tag to embed keywords.

**Code:** There are many ways to generate web pages and different coding languages. There are a few things about the code to observe:

*Search engines want an easy life (Google indexes around 10 billion pages a month) so the code should follow these guidelines:*

- Many only read the first 1,000 characters or so. A long <Head> section will take a lot of this, so avoid unnecessary tags (e.g. <Author>) and lengthy Scripts or embedded Styles
- Avoid overly complex code, e.g. deeply nested tables
- Avoid too much Flash, Animations, Sound, and other non-machine-readable objects.
- Structure text using **H-Tags**. In particular, place your main keywords in a page title and embed this within the H1-Tag. Use only one H1 tag. Structure the rest of the text in H2 to H6 tags.
- Do not use Frames on important pages (many search engines don't follow links within the iFrame tag) and hence the frame text may not be indexed.
- Similarly, links within the SCR tag are often ignored.
- In general terms, use the correct semantic structure content (valid (x)HTML), presentation (valid cascading style sheets (CSS)) and functionality (valid JavaScript, ASP, etc.).

Since the search engines only index a page, it is often worth creating pages specifically indexed to attract traffic to that page. This is often called a landing page.

#### **Summary Page Optimisation**

1. Write good, clear content, bearing in mind keyword placement
2. Keep the page on theme
3. Embed keywords in the important tags – Title, Description, Alt and Link.
4. Use or generate straightforward code
5. Consider Landing Pages

The above will not guarantee a high ranking in search engines, but it is an *almost* necessary pre-requisite.

### **3. SELLING THE PAGE**

Getting people to FIND a webpage is only the FIRST hurdle. The page now needs to attract attention and get clicked. ***Search engine users are self-targeting and generally ready to buy.***

Above, we searched for “flats in London” and found the following:

[UK properties to rent, rent property, flats to rent - Zoopla](#)

Recently added UK homes to rent · Photo of Fairmont Avenue, London. £350 pw - 2 bedroom flat - Nightingale Real Estate are proud to present this two bedroom ...  
London - South East England - North West England  
[www.zoopla.co.uk/to-rent/](#) - Cached - Similar

[Flats to rent in London](#)

Flats to rent in London. Search for flats to rent in London. View houses, flats and apartments in London and all London property. Search for a new home to ...  
[www.foxtons.co.uk/...london...rent.../flats-for-rent-in-london.html](#) - Cached - Similar

[FindaProperty.com Houses for sale, rent, estate agents & house prices](#)

Property search tools & advice, thousands of properties for sale & rent from leading UK & overseas estate agents & letting agents.

[www.findaproperty.com/](#) - Cached - Similar #2 in Property 

These are in effect mini-adverts. Google allows a single TITLE line (blue) and a two-line DESCRIPTION followed by the page link (green). They “helpfully” add other bits as they see fit. Google calls this a Snippet. (Title and Description refer to hidden TAGS.)

Remember, a search engine search is self-targeted by the searcher – this searcher wants “flats in London”. So the resulting snippet should **reinforce the search**.

These three hits all look as if they are about renting flats in London, but a little further on we find:

[United Kingdom jobs, cars, property, free classifieds and more ...](#) 

prev next. Nursery Teacher- North West London- Join Red Box Teachers For £150 a day! ...  
One bedroom flat in the centre of Guildford close to everything ... 4 bedroom House to rent  
· Cheap Car Insurance · EMMELLE AVENGER MOUNTAIN BIKE ...

[www.gumtree.com/](#) - Cached - Similar #7 in Classifieds 

**Gumtree** is a classified ads site and has a large budget to ensure they get high in search engines – but who would click here if they were looking for a flat in London?

[The aposiopesis – i.e. “...” – gives away the fact that Google found no description tag on this page and so “helpfully” created one from page snippets. Use the Description tag.]

So Foxtons look interesting, what do we get when we click on the page (see next page).

**This is an excellent Landing page.**

It is clear, quickly endorses the search criteria (Flats to Rent in London three times in headings).

It offers lots of RELEVANT “calls to action”, e.g. Call us, save this flat, arrange a visit, search again, create a “my page”, get RSS feeds.

All of this attracts the searchers, confirms their interest and SELLS them the Foxtons service.

**Foxtons**  
London's Estate Agent

Call us free on 0800 369 8667 8am to 8pm

HOME BUY SELL **RENT** LANDLORDS INVESTMENTS MORTGAGES ABOUT US CONTACT MY FOXTONS

Home > Rent > Flats to rent in London > Viewing properties 1 to 10 of 1,708 (Change search)

## Flats to rent in London

1,708 PROPERTIES FOUND | Highest price first | 10 properties per page | £ € \$ | List Map | Next page

**FLATS FOR SALE IN LONDON** **FLATS TO RENT IN LONDON**

Here is a list of flats to rent in London. The dropdown boxes allow you to customise your search for flats to rent in London. Click the 'Save property' link to save any of these flats to rent in London to your property shortlist where you can review them at any time. Alternatively, [narrow your search](#) to alter your search for a new home, or [view these properties on a map](#).

### Flats to rent in London

**Evershed Walk, Acton Green, W4**  
 £1,000 per week £4,333 per month [Save & rate](#) ★★★★★  
 A fabulous two bedroomed loft apartment located within an exclusive and secure private development, fully renovated and offering a wealth of luxurious open-plan accommodation, balcony and secure underground parking. [Read more about this flat to rent in London](#)

Arrange to view this property

2 bedrooms

**Hertsmere Road, Docklands, E14**  
 £1,000 per week £4,333 per month **MANAGED** [Save & rate](#) ★★★★★  
 A beautifully presented two bedroomed apartment boasting breathtaking views over London and the River Thames. Offering a host of designer fittings and fixtures, this apartment is ideal for luxury modern living. [Read more about this flat to rent in London](#)

Arrange to view this property

2 bedrooms

**Hornsey Lane, Highgate, N6**  
 £1,000 per week £4,333 per month [Save & rate](#) ★★★★★  
 A wonderful three bedroomed maisonette flat with expansive garden and beautiful conservatory located near the amenities of Highgate Village and Crouch End Broadway. [Read more about this maisonette to rent in London](#)

Arrange to view this property

3 bedrooms

**Wellington Road, Kensal Rise, NW10**  
 £1,000 per week £4,333 per month **MANAGED** [Save & rate](#) ★★★★★  
 Beautifully presented, this fantastic penthouse apartment is situated in a contemporary building and boasts a superb wraparound decked roof terrace. [Read more about this flat to rent in](#)

Change this search

Save this search

**Valuation request**  
 What is your property worth?  
 Name:   
 Postcode:   
 Telephone:   
 Email:   
[more info](#) [Submit](#)

**Resources for buyers**

- Search for a property
- New Homes & developments
- Why use Foxtons?
- Step-by-step buying guide
- Moving checklist
- Jargon buster
- Mortgages
- Book a valuation appointment

**Web feeds**

- RSS
- Podcasts
- Vodcasts
- Learn more about web feeds

**Google Earth**

- View results in Google Earth
- Download Google Earth

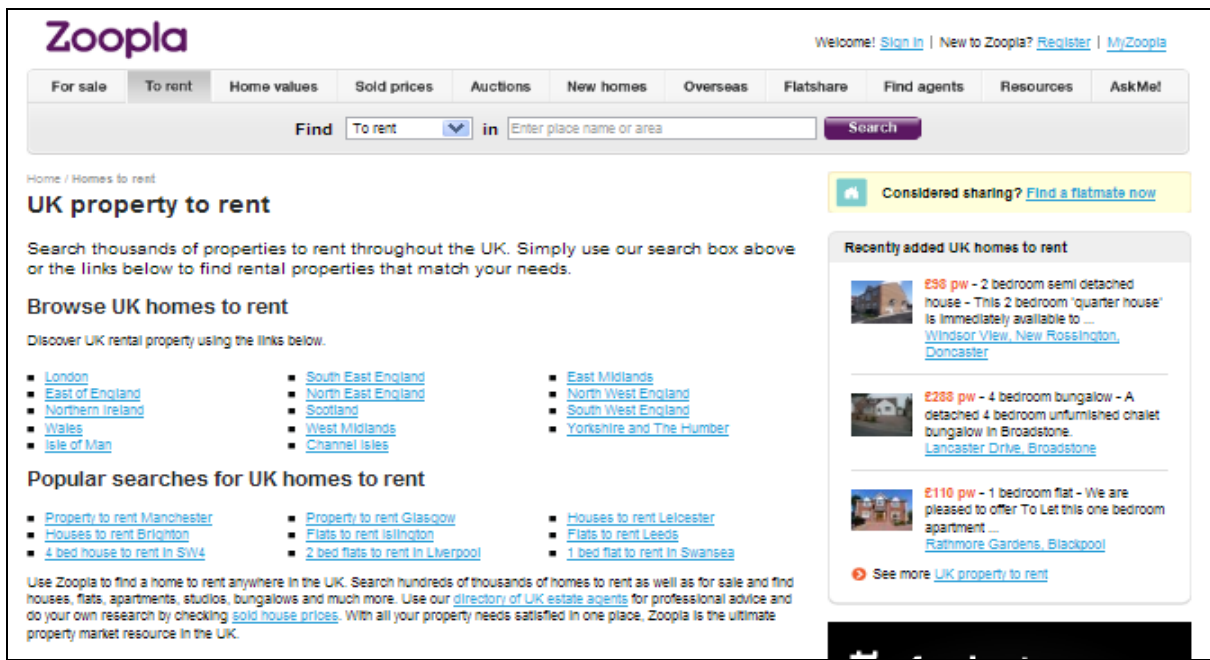
**My Foxtons**

- My Foxtons
- My saved properties
- My saved searches
- My profile

**Popular rental searches**

- Houses for rent

Contrast that with what we see when we click on the ZOOPLA link. Much harder to believe this is the right place, and now we've got to do more work to find a flat.



The screenshot shows the Zoopla website interface. At the top, there's a navigation bar with links like 'Sign In', 'New to Zoopla? Register', and 'MyZoopla'. Below that is a search bar with 'To rent' selected and a 'Search' button. The main content area is titled 'UK property to rent' and includes a search box, a list of regional links (London, East of England, etc.), and a 'Recently added UK homes to rent' section with three property listings. Each listing includes a small image, a price per week (e.g., £56 pw), and a brief description of the property.

## Summary Landing Page

1. Make sure the Snippet is a proper mini-ad, on the Keyword group theme
2. Keep the landing page "on message" and simple
3. Make the landing page
  - a. Endorse the search (we optimised for a keyword theme)
  - b. Sell the product or service
  - c. Offer useful "calls to action", e.g. Buy Now!
  - d. Try to offer an opportunity to buy or a reason to capture a sales lead

## 4. PROMOTING THE SITE (Search Engine Marketing – SEM)

SEO alone is *almost* necessary, but not sufficient for getting a high placement.

Search engines also consider how popular or well regarded a WEBSITE or PAGE is, and this translates into a **page rank**. In a nutshell (but not comprehensively), pages that get high up the search engines score well on the following formula:

### SEO Score x Page Rank

**SEO Score:** is the marks out of 100 that a page gets for its relevance to a particular keyword

**Page Rank:** is the mark out of 10 that a Page (or Site) gets for its “popularity” on the Internet.

(Page Rank is generally thought to be measured on a logarithmic scale, so going from rank 2 to 3 is 10 times harder than going from 1-2. Page Rank is named after its inventor, Larry Page, founder of Google. Google reassesses Page Rank about 4 times a year only.)

Google.com is only a Page Rank 8 site! Twitter.com and bbc.co.uk are Page Rank 9 sites.

We have seen how to get a high SEO score. This section is about how to improve Page Rank.

### **Backlinks**

Page Rank is a formula based on weighted reference from one website to another. The higher the Page Rank of the referring site, the more Page Rank “points” the referee gets. In other words a link from a high Page Rank site is worth a lot more than one from a low Page Rank site. These links are called Backlinks, or External Links.

Nobody knows quite how search engines measure the importance of backlinks. What we know for sure is that some backlinks are more important than others. It is often stated that a backlink from a “similar” site is worth a lot more than one from an irrelevant site: i.e. another replacement window company referencing my replacement window site will be more valuable than a backlink from my granny’s knitting website.

We are not sure this is true, mainly because in many cases it must be hard for the search engine to judge the relevance of the surrounding page/site. The Page Rank formula stated by Larry Page takes no account of “relevance”.

It is also said that a link from a Page Rank 8 site is better than one from a Page Rank 7 site. We do believe this is true, because it makes sense to encourage backlinks from high ranking sites.

Another myth (we use that word correctly) is that backlinks from a bad site can damage your health. This is absolutely not true. Google are clear on this, pointing out that if linking from site A to site B damaged B’s ranking, then the world would be full of companies setting

up bad backlinks for their competitors. They also point out that such a link may not do any good either.

### **What should a backlink look like?**

It will look like a link. In our property example above, a good backlink to a Foxton's page promoting rented flats in London might look like this: [Rent flats in London](#)

It's embedded in some text. The link is the main Keyword that Foxtons are interested in and this is enhanced by the screen-tip. In HTML terms, we would want the referencing page to embed:

```
<a href="www.foxtons.co.uk" title="Rent London flats from Foxtons">Rent Flats in London</a>
```

### **How to build backlinks**

There are several strategies for doing this, some good, some bad, some easy, most time-consuming.

**"Manual" link exchange:** Contact other sites and ask them to link back. This is time-consuming and largely ineffective. Even if a link is agreed, there is no guarantee it will remain.

**Article/Press Release submission:** This is traditional marketing, but on the web. Write an interesting (although this isn't essential!) article and submit it to online journals. Within the article ensure that a link back to a page on the website is included.

The article itself can be optimised for SEO – e.g. an article like "The top 10 ways to kill rats", which helps it get found and encourages a genuine prospect to the website via the link. However, even if no human reads the article, search engines will.

There are easy ways to achieve article submission; there are many good websites that offer a service for accepting an article/press release and then indexing it and distributing it.

In order to avoid an identical article being published in several places, there is a technique called "spinning", which essentially takes one phrase and systematically substitutes synonyms from a list. 10 phrases having 2 alternative synonyms each would generate 1024 distinct articles.

**Profiles:** Many sites are looking for registrations (e.g. forums) and allow members to submit a profile. This profile can often include a backlink. The hosting site tells the search engine to "follow" the link.

**Directories & trade body sites:** These often encourage listings that create a legitimate backlink. For example, the trade body for insurance companies is the ABI, whose website has a Page Rank of 7. Most of their members – who are top insurance companies – have a lower page rank; Aviva has a rank of 6.

There are many other ways to build backlinks, but beware of some scams. For example, sites that simply list pages of links and sell a service to generate backlinks in this way are generally banned by search engines and are of no use at all.

**Comments:** Leaving a comment on a forum or other site (e.g. Youtube) can lead to backlinks and increase a site's authority.

## **Other Promotional Activities**

There are many more ways to promote a website. The idea is to give a site "authority" on the web. (Google define an **EXPERT** as a Page that links to a lot of other relevant documents and an **AUTHORITY** as a site which is backlinked from an expert. They call this the Hilltop algorithm, the patent for which is controlled by Google.)

We list some of the more common ones here.

**Blogs:** Blog is short for "web log". A web log is simply an online log, journal or diary. Blogs generally have the following characteristics:

- a. They discuss a single theme (e.g. replacement windows, London flats)
- b. They are regularly updated with short items about a single aspect (e.g. putty)
- c. They welcome reader comments.

The idea of blogging is to build a following and become an Authority so that other sites and bloggers start referring to it. The blog is then either directly part of the website, or at least strongly linked to it.

**Twitter:** This is another way of getting a site backlinked and developing followers.

**LinkedIn:** Again, a source of independent authority.

**Bookmarks:** There are popular sites that offer their users the ability to bookmark (i.e. create references to) sites they like. For example, digg.com – "a place for people to discover and share content from anywhere on the web" - stumbledupon.com and delicious.com. It helps to have a site bookmarked in these high ranking sites.

## **Social Networks**

Sites like Facebook.com are extremely popular (second to Google) and a good place to build popularity for a site and to create viral marketing (self-perpetuating reference).

Create a Facebook site relevant to a business (and its website) and start generating interest. The idea is that on an exponential scale, Facebook users start telling their friends about this great thing.

It is always worth trying to aim for a circle of friends in Facebook, because there must always be people interested in a product or service... maybe.

## ***Online Advertising***

Organic searches account for 65% of user clicks, with online advertising taking the remaining 35%

Online advertising campaigns have an immediate effect; pay enough for a keyword and an advert can be on page one immediately, whereas SEO and organic success take much longer.

Although many PPC providers exist, Google Adwords, Yahoo! Search Marketing and Microsoft adCenter are the largest network operators.

## ***Pay-per click campaigns (PPC)***

This refers to online advertising. There are several models for this, but the most popular is Google Adwords, where a user essentially bids for a place in a google search, based on a particular keyword/phrase.

So, for example, we might want our ad to appear on page one if somebody types in “flats in London”. There will be a price for this and, if our advert is clicked, that is the price we pay.

An advert may have any number of keywords (thousands even), each of which may attract a different bid price for being on page one. We can define a maximum bid, the maximum spend per day, the territory in which the ad appears, the time it appears and many other factors.

A well thought out and managed campaign can result in good, but very low cost, sales leads, whilst at the same time boosting a site's organic search profile. On the other hand, a badly thought out campaign can be a quick way to waste money.

PPC and Adwords are not just about Google searches. Many websites offer the opportunity for an advert to appear (“placement”) on their site according to certain criteria (e.g. Adwords appear on You Tube after any search) and again, a well thought out campaign here can be extremely cost-effective.

## ***Other online advertising***

There are many ways to place advertising online and many sites that offer such features. Some are free and usually localise the advertising in some way.

These include freeads.net, touchlocal.com, google earth, google maps.

Beware scams: for example, there is currently an email doing the rounds effectively offering a chain-letter advertising campaign. Put your ad at the bottom, email 10 other businesses (who each see the adverts) and watch your ad rise, together with an exponential increase in viewers!

Who will read the ads and how targeted are they? Meanwhile the scammers pick up thousands of legitimate email addresses.

## **Other Page Rank Factors**

Several other factors help with Page Rank.

### ***Domain Name***

Choosing an appropriate domain name will significantly affect the number of visitors to the site.

For example, if the business makes Replacement Windows, [www.replacementwindows.com](http://www.replacementwindows.com) would be good... except that it's taken already – but why not [www.replacement-window-company.com](http://www.replacement-window-company.com) ?

Domains containing primary keyword(s) are best.

### ***Sitemap and Robots Files***

Create a sitemap file (an index of all the pages of the site) and a robots.txt file (a file that instructs the search engine which pages to index and which to avoid) and add them to the search engines.

### ***Site Maintenance***

So that Google knows the site is active, regular changes and updates are important; such as copy changes, additional text and fixing broken links, missing text and images.

## PERFORMANCE MEASUREMENT

SEO is not a “fire and forget” process. It requires constant attention and tuning. Luckily, there are a number of tools which can be used to measure performance.

Most Hosting companies offer a visitor analytics package, often free or for a small fee

One of the best is Google Analytics, which is also free.

To subscribe to Google Analytics go to [http://www.google.com/intl/en\\_uk/analytics/index.html](http://www.google.com/intl/en_uk/analytics/index.html) and sign up for an account.

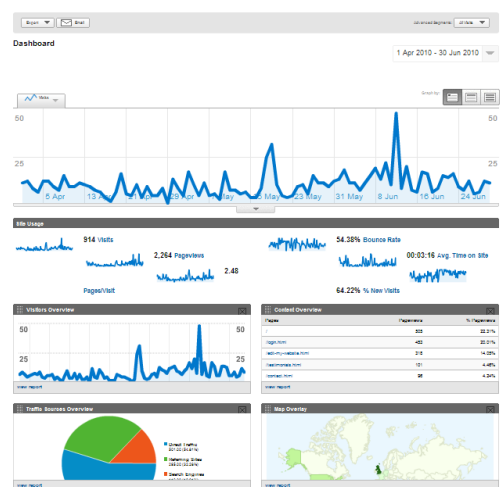
This will produce a small amount of HTML code, which then needs to be added to every webpage for which analytics are required.

CMS*madeeasy* users can then view a summary version of Google Analytics through a Dashboard on their CMS*madeeasy* editor pages.

Alternatively, CMS*madeeasy* users can subscribe to the HitLens service offered by the free CMSeo package, available from the CMS*madeeasy* website. This package also contains many other useful analytic tools.

The kinds of statistics needed to monitor SEO performance are (most within Google Analytics):

- Number of visitors by period, broken down by new and returning visitors
- Location of visitors by country, region and town
- Source of visitors by Search Engine and referring sites
- Keywords used to find pages and volumes of visitors
- Volumes of visitors to each page
- Entry page and exit page by visitors
- Bounce rate (viewed only one page and left)
- Length of time on site, number of pages viewed.



Google Analytics provides much more information than this and displays it in a very clear graphical form.

There are also many free tools available on the Internet to analyse various aspects of the website.

## BAD SEO

Illegitimate or **Black Hat** SEO practices (good practice is “White Hat”) are punishable with permanent search engine blacklisting, so it not even worth venturing down the cowboy SEO route. Such practices include:

**Link Farms/Spamdexing:** A network of websites interlinking with each other, for the purposes of achieving high page ranking.

**Doorway Pages/Cloaking:** Presenting a different content to the search engine’s spider to that presented to the user’s browser, again for the purpose of achieving high page ranking.

**Keyword Stuffing:** Stuffing the page both in the copy and meta tags with keywords and phrases to maximise ranking. The words are then hidden by making them the same colour as the background, rendering them invisible to the human eye.

**Scraper Pages:** Filling a website with content that has been copied from other sites, rendering it unoriginal and essentially an act of plagiarism.

### Further Obstacles to SEO Optimisation

**Splash Pages:** Although they seem like a good idea, they bury the content of the site one level deeper, making it harder for the spider to find the top level pages for indexing.

**Complex URLs:** Essentially, a spider will not bother to follow a complicated link – e.g. [http://www.somesite.com/funnyname.php?id=iu25423754irul&U%gll\\_kju7Name=%Joe%](http://www.somesite.com/funnyname.php?id=iu25423754irul&U%gll_kju7Name=%Joe%)

**Pages Buried More than three clicks/links from the Index page:** Spiders often ignore pages deeper than three levels down.

**Broken Links:** Not only are linked-to pages never found, it is believed that some search engines degrade rankings of sites and pages with broken links.

## 10 COMMON ERRORS

1. No KEYWORD ANALYSIS
2. Therefore no clustering
3. Therefore no PAGE optimisation
4. Assume keywords, but in fact use SALES MESSAGES, e.g. “best buy windows” – who searches for that? (You can find out!)
5. Dilute the message by mixing themes
6. All pages have the same title/description tag (lazy web developer)
7. Title/description tags promote the brand (e.g. Bloggs & Bloggs Solicitors)
8. Missing alt tags
9. Titles/descriptions too long
10. No off-page promotion, e.g.
  - Backlink programme
  - SEARCH ENGINE Submission
  - Articles