

## Top Ten plus Nine SEO Tips

Due to the job I do, I have been researching SEO for a couple of years now and relating it to the requirements of small businesses, including my own. I don't claim to be a specialist as that is a full time job and I have to keep abreast of a number of topics. Here are my top tips:

- 1) It is hard work. Monitor the top sites for your sector and look at the effort they put into it.
- 2) It takes time. I advise my clients 12-18 months or more for a good ranking in Google.
- 3) It is ongoing. It is not a one-off exercise; you need to keep plugging away at it.
- 4) Make your content interesting for people to read. There is no point in having boring keyword stuffed content that puts people off (they buy your products, not the search engines.)
- 5) The search engines are getting sophisticated and are trying to look for content within context. Therefore write good content for people.
- 6) Get good links - this takes time and hard work. Avoid link farms and link rings – they do little, if anything.
- 7) DMOZ is worth the link. It does take time to get in and is not perfect (it uses people who are volunteers).
- 8.) Keep your content fresh and changing - Old stale content tends to drift down the rankings.
- 9) Give people a reason to link to your site. Offer freebies and give-aways.
- 10) Make it easy to link to your site: Bookmark this page, tell a friend, even give the linking code.
- 11) The title tag in the code is the most important source of keywords. Yet it must also be your marketing message when people see it on the results pages.
- 12) H1 tag should contain keywords.
- 13) Use alt and title tags on images for keywords, but make it readable and do not overstuff with keywords.
- 14) Have content that has keywords within context.
- 15) Be imaginative and think laterally. What can you do that others are not?
- 16) Do not spread your wings too wide, concentrate on what you do best.
- 17) Think imaginatively about getting links. Offer something in exchange for a link to your site.
- 18) Look at what others do. Those at the top of the results for your chosen keywords and phrases must be doing something right (or possibly wrong which might get them banned!) – see what you can learn

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19) Avoid the temptation of 'black-hat' web spam – it might get you short term results but runs the risk of getting you banned – keep to these 'white-hat' techniques.

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### **The Author and Photographer:**

Postings from the photography blog of Paul L.G. Morris: who takes photographs and writes for clients, magazines and websites. Paul L.G. Morris is a versatile, creative photographer who is based on a smallholding in rural mid-Wales in the west of the UK. Leveraging the 20+ years of photography, and 5+ years as a magazine author, Paul is now able to undertake freelance commissions. A distinguishing feature of Paul's work is that he is prepared to photograph and write about the unusual and overlooked.

His work can be seen on <http://www.pmstudios.co.uk> , and his blog on <http://pmstudiosuk.blogspot.com>