



SiteHand
get yourself online

Search Engine Optimization



What is Search Engine Optimization?

A general description could be that it is the concepts and techniques that you would implement to enhance your website so that search engines like Google, Yahoo and MSN (to name a few) can index the sites more efficiently. This consequently will return your website higher in search results when searches based on your key words are performed.

WHY IS IT IMPORTANT?

What are these SEO concepts and techniques you may be asking? Before we get to that, we can tell you now that SEO is not an exact science. There are many methods that can increase your page rank and perhaps even put you in the top 10 of SERPs (Search Engine Results Pages) but no SEO organization should be able to guarantee you the number 1 position. It is almost improbable to guarantee such a scenario as the Search Engines dictate the positions using their own algorithms (which we can only speculate on). They even have the power to ban you from their search results if they feel you have breached their standards with the optimizing techniques you have employed for your website (eg. methods such as cloaking and backdoor pages).

SO WHAT'S THE POINT OF OPTIMIZING YOUR WEBSITE?

Even though an SEO organization cannot guarantee you the top position, there are ways to make the life of the search engine spiders (the software robots deployed by the Search Engines to crawl through all the websites on the internet)

much easier. In doing this you are helping the Search Engines index your site more efficiently and effectively thus improving the chance of higher returns on the SERPs.

THE TECHNIQUES

Now back to some of the techniques we mentioned earlier. If you implement these points below you will be on your way to optimizing your website for search engines:

- **Inbound Links (IBL)** from external websites.
- **Use your keywords** and key phrases as Link Anchor Text for IBL's.
- **Descriptive Page Titles.** Here you would use key words or phrases that would describe the gist of the content of your site.
- **Good Content within your website.** The more keywords and key phrases the better but remember to keep the content legible for the people reading your website and do not just cater to the Search Engine spiders.
- **Good use of META Tags.**
- **Create a SiteMap** for your website and submit it to Google.
- **In certain cases** it depends on where you host you website, that is, if you are hosting somewhere with poor connectivity you will find that the Search Engine spiders will be hindered in the crawling of your website. So make sure you choose a host that will guarantee the "up-time" of your website.



HOW CAN SITEHAND DO IT?

Obviously there is a lot more to it and it is not a case of doing certain steps and you live happily ever after, but the ideas mentioned above are a good building block. You need to be on your toes and always maintain your website regularly if you want to stay on top of the heap.

SiteHand offers you our professional help in implementing the SEO techniques so that we can improve your site's position on the Internet with a minimum of fuss.:

- **We will build your inbound links** by submitting your website to over 300 Search Directories. Included are direct submissions of your website to Google and Yahoo. Search Engines such as Google determine the "importance" of your website by the number of people linking to your site from their own website. If you have many links then your site is deemed important thus it will feature higher in Search Results returned by Google. The number of inbound links will also increase your Google Page Rank. This rank is the way Google denotes the importance of your site. Other Search Engines such as MSN and Yahoo will also rank your site highly from the number of Inbound Links to your site.
- **When submitting your domain** to the directories we make sure we use your keyword and key phrases as the titles for your website in the directories. The titles in the directories are the anchor text for the In Bound Links back to your website.
- **Descriptive Page Titles** are important because they are used by Search Engines when returning your website in search results. Our team will browse through your website and provide you with descriptive titles based on the content of your website assisting the Search Engines in indexing your website faster.
- **Search Engines love good website content.** The page content assists them in indexing your website and returning relevant search results on keywords and key phrases. If you have good content with good use of your keywords and key phrases relevant to your website, the Search Engines will pick up on this and will return your website on search results with close matches to your keywords and key phrases. We at SiteHand will assist you in including keywords and key phrases into your content so that the content is still legible to the average person visiting your website but maximizes the placement so that the Search Engines can make use of it also. It's no use just throwing in keywords willy nilly without the content making sense because people will notice it and so will the Search Engines!
- **When you acquire our services** we generate a list of keywords and key phrases from the content of your website. We then provide the list to you so that you can alter or add to if necessary. We then use this list in keyword and page descriptions in the Meta Tag code of your website. Generally speaking, the Meta Tag is used by search engines to allow them to more accurately list your site in their indexes.

- **We create a SiteMap of your website and submit it to Google. Sitemaps are xml, html or text files which outline the file structure of your website. This helps Google in indexing your website faster.**

- **SiteHand could also provide hosting for your website which we will guarantee uptime of 99.5%.**

- **We provide you with monthly reports on the progress of the SEO on your website.**



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