

Search Engine Optimisation (SEO).

Search Engine Optimisation (SEO) is the process of making your website rank high in major search engines (such as Google, Yahoo and MSN) when a specific word or phrase is searched by a potential visitor. By improving your SEO you will attract more visitors to your website and in turn generate more customer enquiries.

How does Momentum assist with your SEO?

- + We create well structured websites with clean navigation and well placed content to naturally take advantage of search engine algorithms.
- + We incorporate 'header tags' throughout your site to identify the page headings and sub headings for search engines.
- + We avoid unnecessary use of flash animation. Google only reads text, Flash is made up primarily of images.
- + We use text instead of images where necessary.
- + We can provide a detailed SEO analysis to identify and target areas which you can improve your ranking.
- + Our Content Management System enables you to insert key words and descriptions and is SEO friendly.

Key tips you can use to improve your SEO:

1. Review the content and key words in your site. Make sure the wording throughout is clear, concise and relevant to your business. Refer to our 'Writing For The Web' fact sheet for further advice in this area.
2. Research key words and phrases which people use when looking for your products or services and add relevant key words and phrases if they are missing.
3. Add your website and details to online business directories, such as www.sa.gov.au.
4. Add your business details to Google Maps.
5. Adding your url to the major Search Engine companies such as Google, MSN Bing, Ninemsn, and Yahoo is a very effective web SEO strategy.
6. Generate inbound links. Your website statistics will show you where your visitors are coming from, these are your 'inbound links'. Check these links, if any are high ranking sources this will in turn help you achieve a higher page rank. The more of these the better. Some ideas to generate inbound links are: a) News, blog and online forums, b) Write and publish relevant and informative articles, c) Add your website to your email signature.
7. Keep your website up to date with informative, fresh and relevant content.
8. Social Media such as FaceBook, Twitter, and MySpace are the perfect place to start a buzz that could benefit the website through the marketing strategy they call "word of mouth". Adding a link could also help in getting more back links.

If you would like further information or would like Momentum to perform a customised SEO analysis on your site, please contact us on:

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