



Text and Optimisation!

OK so there is a whole lot of confusion about optimisation of websites and it is hardly surprising you don't understand it.

I don't propose to put everything down in chapter and verse – and in fact it would be very difficult to do so – because it isn't straightforward.

This is why there are SEO experts, working hard to make your website successful.

Nevertheless there are a few pointers you as a Skybluepink client, can have to help **you** understand what **we** are talking about.

Now there are of course some things that do change about website construction and optimisation. Of course there are, because technology and software development is constantly developing. Think about the mobile technology we all have now; this is already having a huge impact as at the moment we can't view some imagery too well on our mobiles. That is of course presenting another issue – talk to us about what can be done to make your website message more visible.

But there are some basics which absolutely continue and one is the **importance of text**.

Google says (simplified) that to have a well optimised website it needs to be:

- Well designed, and easy to navigate, with healthy html.
- The whole message and content needs to be of high quality and relevant.

The text is very, very important. It needs to relate to the key words that people are likely to use when searching the internet for your website. The key words also need to be on the actual pages of the website.

The reason? The search engine spiders crawl over the pages when a website is published to read the content **but** they do not see images. So if you do not have high quality text your website will **not be** highly rated. The more **relevant** the text is to the keywords – the higher the rating.

Some people think by just splattering keywords all over their page randomly that this will sort it. However is it relevant? Is it a high quality reading experience?

And of course you can be spammed.....or blacklisted. Or even banned by Google who are quite strict about this sort of thing and not very tolerant of ignorance....

You might say there are other search engines but ask yourself; which one is the common term used to describe the internet?

Don't be put off having vibrant images or using Flash on your website. Fortunately we have ways of ensuring that your text messages still get noticed! And after all people like to see something visually appealing; we are these days all visual types.

There is more than this to it of course, but I'm not trying to turn you into an SEO expert! Other important points include making sure that your website contains fresh information so it can be regularly updated. This keeps the 'spiders' occupied and happy, and helps your ratings. We can help you with approaches and ideas about this.

So to start – imagine yourself as one of your customers (or someone your customer has asked to look for them for the type of product or service you offer)

What words do you think they may use to search?