

SEO OPTIMISATION

? 1 What is onsite optimisation

- 1 Keywords
 - Use of relevant keywords in line with site content is key
 - Making sure your keywords are within your sites META KEYWORD TAG
- 2 Meta Tags
 - Meta Keyword Tags
 - Meta Description A strong description using your keywords is key
 - Meta Title
- 3 Images
 - Images must have an IMG ALT tag
 - IMG ALT means you name the image something relevant, maybe using 2-3 of your keywords
- 4 Videos
 - Show You Tube Videos where relevant in content
- 5 Blogging
 - Use a blog to show useful article content

? 2 What is offsite optimisation

- 1 Backlinking
 - An example of a backlink is a comment on another blog or site
- 2 Social Signals
 - Having links to your social pages is key
 - Search Engine Spiders will follow links to your social pages
- 3 RSS Feeds
 - As your site builds content you will be building an RSS feed
- 4 Syndicated content
 - Bringing content from other sites with attribution is a strong SEO tactic
- 5 Software
 - Any small software tool downloadable from your site is good SEO