

SEARCH ENGINE FRIENDLY TITLE TAGS

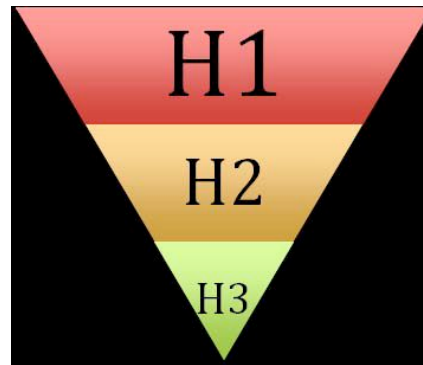
Unique	Each page must have a unique title tag
Keyword	It is important the title tag of each page holds the main keywords for that page (as seen in the Coconut Shack example above). Experts also recommend placing important keywords at the beginning of the
Readability	Aim for meaningful page titles and avoid making title tags that are simply a long list of keywords. Favour <i>Coconut Shack Backpackers accommodation in Broome</i> over <i>Backpackers, cheap, accommodation,</i>
Length	Search engines will only display the first 65 characters of the title tag. If you require more characters because of your keywords you may go over 65 characters. However, be aware that only the initial 65 will display in search engine results

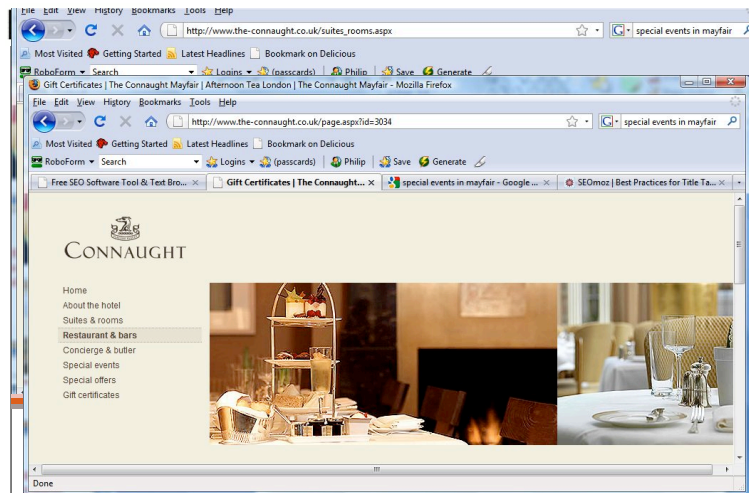
Headings

Quality backpacker
accommodation for
travellers

Welcoming visitors
of all ages Located
in the centre of
Broome

Booking and
cancellation policy

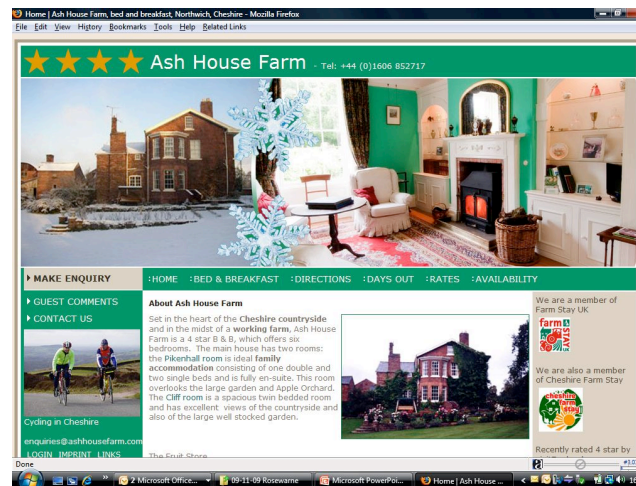




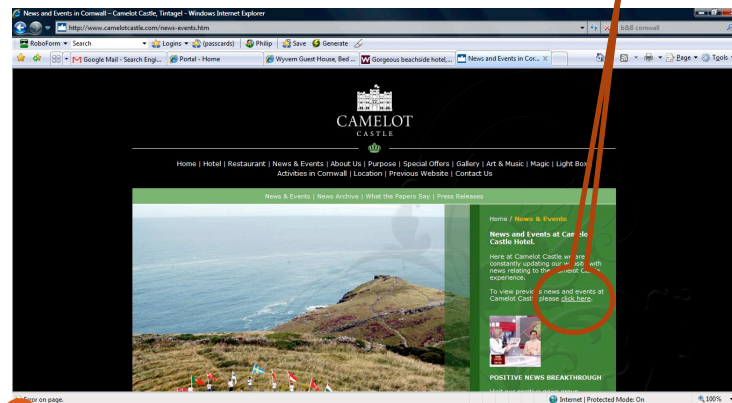
SEARCH ENGINE FRIENDLY URLS

Readability	Which of the below URL is nicer for your customer to see, and could in turn affect the number of clicks the website gets? www.tours.com.au/ld=227#4302&countryId=445#984 or www.tours.com.au/china/great-wall Keywords get bolded in search engine results: if someone searched for "tours great wall of china" the above URL would become:
Used as links	URLs are often used as links by other users. Keeping the structure simple and keyword-rich will encourage clicks on the URL
Length	Shorter is best
Separate words	Use a hyphen to separate words (not underscore or space) www.tours.com.au/china/great-wall instead of www.tours.com.au/great_wall and instead of www.tours.com.au/great wall (with a space between great and wall)

Links - internal



Links – use keyword not click here



Link says something relevant



The diagram shows an HTML link tag: `Tours for the 18 to 35 year olds`. Annotations include: a green bracket on the left labeled "start of link tag" pointing to the opening tag; a red bracket below the href value labeled "page the link directs to"; a blue bracket below the link text labeled "text visible on the web page"; and a green bracket on the right labeled "end of link tag" pointing to the closing tag.

```
<a href="http://www.confiki.com">Tours for the 18 to 35 year olds</a>
```

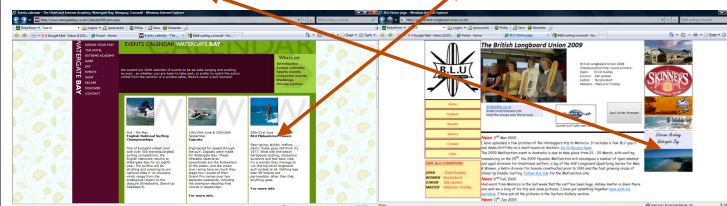
Visibility – Partner Links

- The number of quality “back links” or “in links” to your site is crucial to getting a good search engine score.
- Think about your existing partners – do they link to your site?
- Think about potential partners with whom you could share reciprocal links.
- However consider your ‘brand’ when you establish mutual links. Does your partner appeal to your target audience?

Reciprocal Linking

www.watergatebay.co.uk

<http://www.british-longboard-union.co.uk/>



Who links to you? www.seo-browser.com

The screenshot shows the seo-browser.com interface. At the top, there's a navigation bar with links like 'Free SEO Software Tool & Test Browser', 'Search Engine Optimization Tools', 'SEO Browser', and 'Mozilla Firefox'. Below this, a search bar contains the URL 'http://www.quayholidays.co.uk'. The main content area displays the 'seo-browser.com' logo and a section titled 'See your website like a Search Engine sees it'. Below this, there's a table of links to various tools and reports, including 'HTTP Viewer', 'DNS Report', 'Whois', 'Link Checker', 'Links to Page', 'Duplicate Content', and 'Clickstream Reporting'. The 'Whois' link is highlighted. The bottom section shows detailed page information for 'http://www.quayholidays.co.uk', including page title, meta keywords, meta description, and various statistics like page size, load time, and number of words.

Address:

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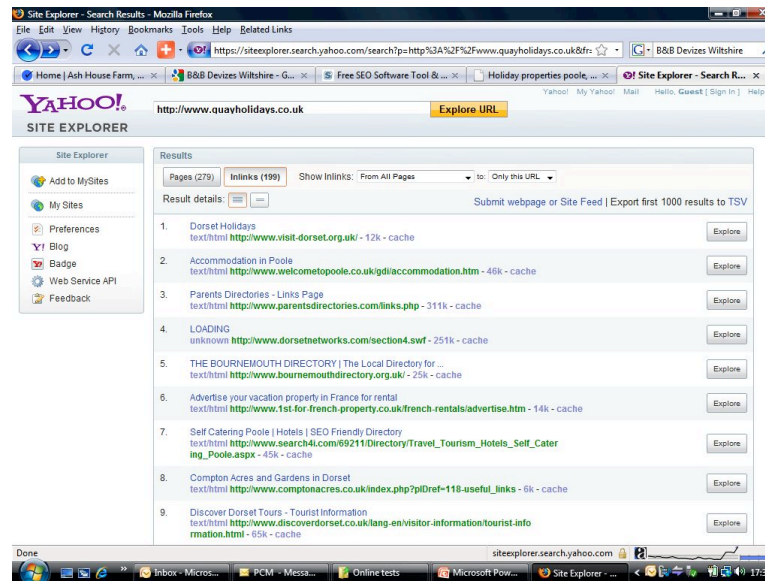
HTTP Viewer	DNS Report	Whois	Link Checker	Links to Page	Duplicate Content	Clickstream Reporting
Actual Page	CSS - Style Sheet	Link Stats ²	Check W3C Validity	Source Code	Resources	

Page Title: Holiday properties poole, self catering holiday dorset, short breaks dorset, poole quay apartments, poole holiday accommodation, last minute break dorset, short term rentals poole, sandbanks holiday lets, holiday homes dorset, serviced apartments poole, Quay Holidays (Characters: 267, Words: 35)

Metadata: keywords: holiday properties poole, sandbanks holiday lets, poole holiday accommodation, poole quay apartments, self catering accommodation poole, self catering holiday dorset, last minute break dorset, luxury holidays dorset, residential lettings poole, short breaks dorset, dorset holiday lettings, holiday homes dorset, serviced apartments poole, short term accommodation dorset, short term rentals poole, description: Quay Holidays provide self catering holiday properties and residential lettings in and around Poole, Dorset. We cater for anything from short breaks of two nights to short term rentals of up to 5 months or more. An amazing choice of holiday and rental accommodation from luxury apartments on Poole Quay to holiday homes in Sandbanks. Last minute breaks a speciality.

of Meta characters: 910
Text to Page Weight Ratio: 45.5%
Canonical Link: N/A
Page loaded: 1.102 seconds
Page size: 7.9 KB
of Words: 651
http://www.seo-browser.com/

of Meta Words: 119
of Meta Keywords Words: 15
Frame Info: No Frames
Iframe Info: No Frames
of Frames: 0



Google Analytics

- http://www.google.com/analytics/sign_up.html

Customer
goals

- Holiday information e.g. events, attractions, activities
- How to get there
- Details about accommodation

Business aims

- Promote specific ideas
- Present engaging content to move to booking – call to action!

Support tools

- Interactive maps
- CMS
- User generated content (e.g. Trip Advisor)