



SEO, a short help file.

SEO is for most people a minefield where they don't want to tread, there is only so much any web developer can do with SEO as it requires your input in the form of high quality content, good social networking, linking to other high quality relevant websites.

For websites to work well you need to have high quality content to help optimize for search engines. When building your 4 page website we will set up your basic SEO, submit your site-map, submit your site to search engines and check your content is structured properly.

We are not SEO consultants, we are web developers, SEO consultants can promise the earth when it comes to getting you at the top of Googles page but the truth is, there is only one company that knows how Googles algorithm works and that is Google. Our basic SEO will get one or more of your pages indexed with Google as long as the content is within Googles guidelines. We will try to get more indexed over the following couple of months. We can only advise on what we consider to be the best practice to get pages indexed and carry that out for you when building the site.

How does it work ?

Google and other search engines rely on algorithms to do what is needed and search engines like Google send in small bits of computer code to search, (crawl) your website, these are known as spiders as they crawl the pages of your website for information.

This code looks for new information in the form of a new page, new content or a change to old content, when the code finds new content it then needs to sort out what the information is about. The code then gathers and processes all the information. This is all noted and then added to the searchable index as long as the content is quality and does not go against Googles guide lines. That's the basics.

If a site-map has been submitted then the spiders will see this which shortens the searching time and this in turn will help get your content indexed quicker.

When we build a 4 page site we do basic SEO work in the form of meta tags, meta description and keywords. We also advise you on the content of your website, (how it is structured). When this is done we submit a site-map and then submit the site to search engines. Any changes to the website require a new site-map to be submitted so that the spiders can see the new content. With Wordpress websites and Go Daddy websites you are in their hands using the widgets, plug-ins and systems provided for those websites, we can not in any way guarantee sites will index in the way that will place you high on any search engine listings. Following advice we can help the website get indexed.