

PRESS RELEASE

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Achieve higher search engine rankings by improving the content of your web pages.

Cambridgeshire based, online marketing specialist, Get On Fast (www.getonfast.com) have released their top five tips for companies wishing to improve the content of their web pages, in an effort to improve their search engine rankings.

“Search engine spiders can only recognise the plain text content of a web page. Images, colours and the general design layout of a web page are irrelevant to search engines as they are unable to interpret this type of information,” explains Get On Fast (www.getonfast.com) creative director, Robert Smith.

“It is therefore quite obvious that web pages that contain mainly images and very little text are unlikely to achieve high search engine rankings. It is also very surprising that there are a huge number of websites that fall into this trap,” says Smith.

“The more relevant content that exists on a page, the better. This is because search engine spiders analyse the text to understand the topic, content and relationship with other web pages. Not only is more text valuable to search engines it is also of value to the websites visitors,” says Get On Fast’s (www.getonfast.com) Robert Smith.

Get On Fast’s (www.getonfast.com) five point check list for improving the content of your web pages include:

- **Choose the right keywords**
Spend time to identify the best performing keywords for your web pages, based on search volume and the number of websites competing for a specific keyword. The strongest performing keywords are those with a high search volume and low competition.
- **Write your web pages for humans not search engine spiders**
Stuffing your web pages with repetitive keywords will not only make your website unreadable by visitors, but can also harm your search engine rankings. Search spiders use complex algorithms to determine search engine rankings and can easily identify pages that contain artificially high numbers of keywords. Therefore make sure your web pages appear natural and are easily readable by human visitors.
- **Avoid duplicate content**
Using duplicate content may result in your website being penalised by search engines or even banned from search results as most search engines will consider this a spamming technique. It is important that unique content is created for each web page in order to develop strong search engine rankings.

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- **Develop new content on a regular basis**

Adding fresh content to your website is a great way to keep search engine spiders visiting your site on a regular basis. The more content you create, the more opportunities you are providing to increase your search engine rankings for the optimised keywords on that page.

- **Format the content of your web pages**

Highlight headings and important keywords. Use headline tags, bold text and bullet points to ensure your keywords stand out. Only highlight when necessary, and make sure that the text looks natural to search engine spiders.

“By following these simple guidelines, you should be able to create a website that is both search engine friendly and achieves high search engine rankings,” says Get On Fast’s (www.getonfast.com) Robert Smith.

Wisbech based Get On Fast (www.getonfast.com) is a specialist online marketing agency. Their range of services include Search Engine Optimisation, Website Design, Website Promotion and Online Advertising, Link Popularity Services and Online PR.