

PRESS RELEASE

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Get On Fast offers top seven tips to improve the optimisation of your website

Cambridgeshire based, online marketing specialist, Get On Fast (www.getonfast.com) has produced their top seven tips for companies wishing to improve the optimisation of their websites.

“Most websites fail to achieve high positions in the search engine listings due to poorly optimised web pages” says Get On Fast creative director Robert Smith. (www.getonfast.com).

Smith explains that, “search engine optimisation (SEO) is the process of fine tuning your web pages in order to improve your free listings on search engines. By employing proven search engine optimisation techniques you can help search engines to decide which keywords are relevant to your site, and improve your rankings when those keywords are entered by a search engine user.”

“Choosing the right keywords, that have high search volumes, is crucial. I see so many sites that have fallen into the trap of using keywords that have extremely low search volumes, due to lack of research.”

“There is no point achieving a high listing on search engines for a keyword that nobody is searching for” says Get On Fast’s (www.getonfast.com) Robert Smith.

Get On Fast’s (www.getonfast.com) seven point checklist for improved search engine optimisation includes:

- Choose the right keywords. Spend time to research the best performing keywords 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.
- Identify your top performing keyword and make sure this is used in your Title Meta Tag. Use a maximum of 10 words in this tag. Most search engines will use this as the title for your listings.
- Create a Description Meta Tag that is enticing and informative to search engine users. Most search engines will use this description for your listings.
- Do not use more than 25 to 35 keywords in your Keywords Meta Tag. Keywords must be separated by commas, without any spaces.

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- Make sure the body text of each web page contains your chosen keywords. Make sure that the keyword density for each word is between 3% to 7% of the overall keywords used on each page. If it is higher than this, you may be penalised by the search engines.
- Do not try and fool search engines by using tricks such as excessive use of keywords or white text on a white back ground, in an attempt to hide keywords. Search engines have been around long enough now to learn about these tricks and using them may get you banned at any time.
- Search engines are only capable of recognising text, therefore excessive use of Flash or images on a web page should be avoided.

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.