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What is Search Engine Optimisation?



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Search Engine Optimisation or SEO is the process of making your website highly “friendly” to search engines like Google in order for it rank highly in the search results. Brighter believe this to be the single most important factor for companies with a web presence – if your website cannot be found easily through online searches then business opportunities will go to those who can.

Keywords/keyphrases

The use of keywords is a large part of getting your site to rank highly. Keywords are the words or phrases people type in to search engines to find businesses like yours. If you use the words people use when they search in the content of your website then you’ll score well in search engine results and more people will find your site.

Is it all about words?

Mostly yes. Search engines do not “see” amazing photographs, stunning videos or “hear” cool podcasts - they only read the words. They judge the relevance of a web site primarily by the text on the page. This content is evaluated for “relevance” and ranked accordingly - this is why its vital to have your website’s content written for SEO/web by a professional copywriter (Brighter has one). Not only that, a copywriter can generate “compelling sales copy” to motivate and convince your prospects and convert them into customers. After all, its humans that spend money not search engines.

“Make pages primarily for users, not for search engines.”

Google webmaster guidelines

What’s the bit that is not about words?

Technical things like what is included in your website code, where it is placed on the page, filenames, information heirarchy, standards compliance etc. We could tell you all of them but eyes start glazing over after the first 3 or 4. If you’ve never looked at website code, take a look: in Internet Explorer go VIEW > SOURCE. In Firefox go to VIEW > PAGE SOURCE. In Safari go VIEW > VIEW SOURCE.



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What things determine a good ranking?

Search Engine Ranking is dependent on a number of variables. Some of these can be controlled, some cannot.

Controllable examples

- Relevant, well-written content
- Keywords in code and content

Uncontrollable examples

- Age of site
- Incoming links from websites Google already ranks highly.

How does Brighter do SEO?

Every Brighter SEO strategy begins with the basics: keyword research, content development with a web copywriter and search engine friendly site design and architecture. Brighter employs a 25 step process to supercharge SEO within the websites we build so they deliver tangible results for our clients.

Case Study: Kotare Lodge

www.sandspitkotarelodge.co.nz

Before

Kotare Lodge provides luxury accommodation near Matakana. Despite being a stunning place to stay it's under-occupancy rate was significant – it remained empty even over Labour Day weekend!

The previous site was home-built and could not be found even after looking through 10 pages of Google results, that's 100 entries.

After

A new website was built using Brighter's SEO strategy and web copywriting skills. It delivered:

- A page 1 Google ranking
- Ranked 3rd out of 30,600 similar sites
- An extra 3 page 2 rankings, 2 page 3 rankings, 1 page 4 and 1 page 5 (depending on search term used)
- A massive increase in enquiries – the first only 10mins after new site went live
- Bookings up 18% on previous year
- A database of customer details to stimulate winter season bookings

Want a website that delivers results?

Contact Brighter for a free consultation

0800 22 66 22 or email: kiaora@brighterdesign.co.nz