

WAAM SEO 10 MUST DO TIPS

Finding the right keywords for your business that appeal to your target market is the job of a marketing specialist. This step is crucial to make SEO work for you. You have to think what your customers will type in a search engine such as Google that should have you appearing high on the list. After finding the perfect keywords, your SEO campaign is just starting. What makes all the difference in your Search Engine Ranking is actually where and how to use the keywords. Here are ten handy Tips to get started on your SEO campaign in order to attract potential customers to your website:



1. **Research potential keywords.** The main purpose of organic SEO is to get relevant and targeted traffic for all the right keywords. You should have a clear idea right from the start as to what keywords you want to target. There are many services available on the Internet for this. One of the tools we recommend is [WordTracker](#) – these tools tells you the words people use when they search. Another handy keyword tool is provided by the most popular search engine Google with its [Google AdWords Keyword Tool](#) – this tool helps you to get new keyword ideas. Use these tools at your own discretion but you should understand that its YOU who knows your business and your market the best.
2. **Target long tail keywords.** All Web pages in your website should be based on profitable long tail keywords. Having a short and generic keyword for your web page will either mean that no one is searching for your keyword or the competition for that particular keyword is so great that you will never be found in search engines. You should look into less competitive keywords that will exactly suit your business objectives. For instance, if you are a second hand car dealer in Sydney, “car dealer” seems like an obvious keyword choice but this is very competitive. A better option will be “affordable second-hand car dealers Sydney” and today’s web users are smart enough to type in these keywords to get there.
3. **Relevant content.** You should provide relevant content for your website in order to increase your keyword density; it makes your web site far more likely to receive high quality inbound links. Updating your website with new relevant content is a part of any good long term SEO strategy.
4. **Unique titles for every page.** Page Titles are used by the search engines to both rank and display pages. Search Engines like page titles and you should always use unique page titles for each page that relates to the content of the page so that your pages are positioned for the proper use of the keywords.
5. **Unique description for each page.** Your description Meta Tag should describe your page in one or two sentences, and this is one of the key areas to include your keywords. Like the page title, your descriptions also appears on the search engine

results pages and as searchers often click links after reading the description, your page description should be as compelling as possible.

6. **Keep the important content near the top.** CONTENT IS KING in SEO. Content at the top of the page is considered more important than the content below, so make sure your keywords are structured to have relevant content at the top of the page.
7. **Validate HTML and CSS code of your website.** Please make sure that you follow a valid semantics for HTML and CSS coding. Ensure your keywords appear in your heading tags (H1, H2, etc), image alt attributes, lists and layout code with DIVs. You can validate HTML/XHTML with the [Markup Validation Service from W3C](#) or use their [CSS Validation Service](#). W3C provides tools to validate RSS, mobile content or help you to find broken links. You can find more about this on <http://validator.w3.org/>.
8. **Use search engine friendly URLs.** Especially when a website has dynamic content coming from a database or while using a CMS, the URL tends to have long parameters with it to display the content. URLs are one of the major elements to pull relevant content for search engines. Hence, it is recommended to use search engine friendly URLs (also known as SEF URLs) and avoid using dynamically generated URLs. Most modern CMS tools including the popular open-source Joomla CMS supports SEF URLs.
9. **Create a sitemap and keep it up to date.** A website sitemap should be a separate web page containing links to all your web pages that you want indexed by the search engine crawlers. This page helps your visitors to locate the web pages on your website and the same for the search engines. There are many tools that generate automatic sitemap from your website structure and you can create Google Sitemap [create Google Sitemap](#) for better indexing of your website by Google. You might need a professional web expert to deal with these technicalities and WAAM is obviously ready to help you with this and many more things we do for SEO.
10. **Online directories.** Having entries in relevant and popular online directories can greatly enhance your search engine rankings if your website link gets included in them.
Some of the popular Australian online directories are [White Pages](#) and [dLook](#). Try including your business website in as many relevant directory listings as possible so that you let your gate wide open to widest opportunities for your business. There are hundreds of web directories, add your business to one or two every day.