

# Rocketspark Search Engine Optimisation Guide

## INTRODUCTION TO SEARCH ENGINE OPTIMISATION

When someone is searching the internet for a product, service or organisation they will use a search engine such as Google to find the information they need. A higher ranking in the search results provided by the search engine will give you a greater chance of people visiting your site. Optimising your website to obtain a good search ranking is called Search Engine Optimisation (SEO).

Search engines use complex formulas to provide the best results to users of their search engine. SEO is a massive topic and if you did a search of the words "search engine optimisation" you will find nearly 83 million. Rocketspark aims to make building your own website a simple task and our approach to SEO is no different. This guide breaks SEO down into simple tasks and shows you how easy it is with Rocketspark to submit to search engines the information that they need.

## STEP 1 – WHO ARE YOUR CUSTOMERS AND WHAT ARE THEY SEARCHING FOR?

Underlying the complexity of SEO is the simple fact that the more relevant your site is to the search needs of your customers, the more likely you are to feature higher up in search engine results. Therefore, it is important to understand your customers and the words and phrases that they are likely to be using when searching for the product or service that you offer. Here are some steps to follow:

1. Think about your target audience and what words and phrases they will be searching for.
2. Find out which search words and terms are the most popular.
  - a. Go to <http://adwords.google.com/select/KeywordToolExternal>. This tool is a tool Google provides for Adwords paid advertising customers but is also very useful tool for doing SEO even if you are not an adwords customer. This tool tells you how many times a word or phrase has been searched for.
  - b. In the Advanced Options menu of Google's Keyword tool select your country
  - c. Enter keywords or phrases and click Search
  - d. In the results you can see what words or terms are the most popular for your region and globally. Be sure to look at the second table of results that displays additional keywords to consider as you may discover more popular search words and phrases that you didn't think of.
3. Choose the keywords and phrases that have good local search volumes and do a search of these terms in Google to see how your competitors rank.
4. Now decide which keywords are likely to be best for your site. You want to try and rank better than your competitors for particular words and phrases or you may be able to identify words or phrases that are not well utilised and focus your SEO efforts on these words. If you are operating in a crowded marketplace you may find it best to start with more specialised focus such as a specific location or element of your service.
  - A. You could utilise the following tool to analyse which keywords your competitors are trying to get a good ranking for <http://webuildpages.com/seo-tools/keyword-density/index.php>

## STEP 2 - OPTIMISING EACH PAGE OF YOUR WEBSITE WITH CONTENT, TITLES, KEYWORDS AND DESCRIPTIONS

Once you have identified the keywords and phrases you need to incorporate these words into each page of your website. For each page you only want to optimise for a maximum of 3 keywords and push those keywords hard instead of trying to include every word that ranked highly.

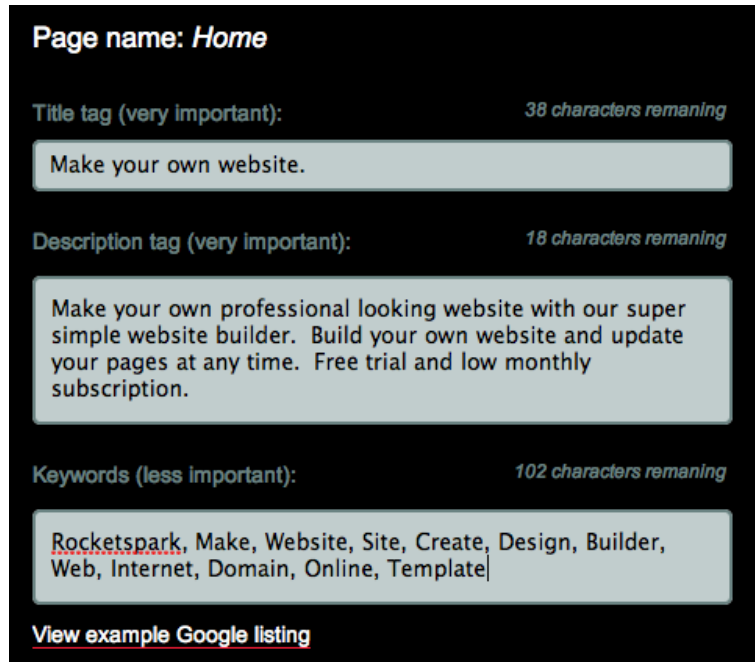
There are 4 places where you need to optimise a page for your chosen key words and Rocketspark provides an easy to use form for you to enter the more technical bits of information search engines need and then works behind the scenes to convert the information into the specific format that search engines require.

1. **Page content.** Use the target keywords throughout the content of your page. You need to make sure that the keywords you use on a page are actually relevant to the content of that page so that the search result is actually useful to the customer. You can check the frequency of usage of your own key words and phrases with this tool: <http://webuildpages.com/seo-tools/keyword-density/index.php>.

**TIP:** You want to make sure that the content on a page is not duplicated on your other pages. You can use [www.copyscape.com](http://www.copyscape.com) to check for duplicate information.

The next 3 items are entered into the “Get found online” page of your Rocketspark dashboard and need to be completed for every page of your website. Be sure to include your 3 key words for that page whenever possible.

1. **Title tag.** The title tag appears in the search results and is the name that appears in the top border of every open internet page. It is important that the page title will make customers want to click the link. Make sure that the page titles on your site are unique on each page. Your Page Title should be no longer than 65 Characters (including spaces).
2. **Enter Description tag.** The description appears in the summary of results that search engines provide. The Descriptions are very important as they are what a customer reads to decide if they want to click on any of the search results provided.

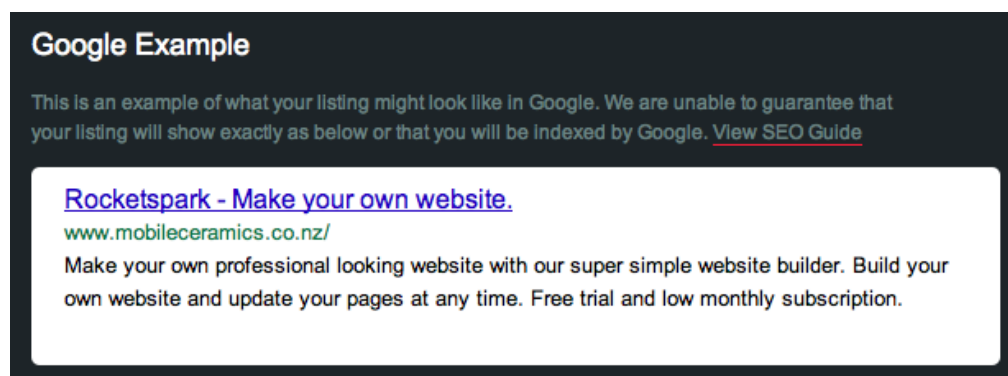


The screenshot shows a form for optimizing a page named "Home". It includes three main sections: "Title tag (very important)" with a character count of 38 remaining and the text "Make your own website."; "Description tag (very important)" with a character count of 18 remaining and the text "Make your own professional looking website with our super simple website builder. Build your own website and update your pages at any time. Free trial and low monthly subscription."; and "Keywords (less important)" with a character count of 102 remaining and the text "Rocketspark, Make, Website, Site, Create, Design, Builder, Web, Internet, Domain, Online, Template". A link "View example Google listing" is also visible at the bottom.

Your page descriptions should be written as normal sentences and should entice people to look at your website. You should have a unique description for every page on your website to maximize your ranking in search engines.

3. **Enter Keywords.** Enter up to 10 keywords that best represent the content of the page. Each keyword should be separated by a comma.

To view an example of what your Google listing might look like using the title and description tags you've written, click "View example Google listing".



Remember to click **SAVE** before exiting.

### **STEP 3 – BUILD LINKS TO YOUR SITE FROM OTHER SITES**

Having links to your site from other sites is possibly the most important way to increase traffic to your website. The links to your site provide an extra path to your site and also have a significant role to play in how search engines rank your site. It is important that the links to your site are from sites that are logically related to your website in some way.

There are many ways to get links to your site and here a few ideas to get you started:

1. Ask your suppliers and customers if they would put a link to your site on their website. You could provide a link back to their site in return as long as the reciprocal link is relevant.
2. Participate in on-line communities and forums related to your area of business. You could answer questions and provide links back to your own site as a place to get more information.
3. Find out who is providing links to your competitors and try and get a link from them too. You could do a search in Google such as "link: *www.yourcompetitorsname.co.nz*"
4. Write articles on your site that others want to link to. You are an expert in your area of business and there may be related non-competitor businesses that want to help customers by directing them to an article that you have written.

## STEP 4 – OPTIONAL - PAY FOR SPONSORED LINKS WITH GOOGLE ADWORDS

Whenever you do a search in Google you will see that there are often sponsored links at the top and side of the search results (see examples in the red boxes below). These sponsored links are paid for by the advertiser. Google adwords work on a cost per click basis (CPC). With CPC you only pay Google if someone actually clicks on your advertisement. You bid on what you are prepared to pay for a word or phrase and a maximum budget per month.

Google automatically places the ads when someone searches for the words or phrases you have bid for. Positioning of your sponsored advertisement is determined by Google using a combination of what your bid is and Google's own quality score for your advertisement. Google only makes money if your advert is clicked on so naturally if lots of people click on your advertisement your advertisement will have a higher quality score and you will have a higher placement in the list of sponsored links.

If you are interested in doing a Google adwords campaign we recommend that you check out the information and tutorials [www.google.com/adwords](http://www.google.com/adwords). Please also feel free to contact us for assistance if you are interested in setting up an adwords campaign.

The screenshot shows a Google search for "make a website". The search results are filtered for "Pages from New Zealand". A red box highlights a sponsored link at the top of the results: "Make your own website" from [www.rocketspark.co.nz/freetrial](http://www.rocketspark.co.nz/freetrial). The description reads: "The website that makes websites 30 day free trial, no obligation". To the right of the main search results, another red box highlights a vertical column of sponsored links. These include: "Create A Free Website" (Need To Get Your Business Online? Free Basic Site With Google AdWords Adwords.Google.com/NZ), "Create a Business Website" (Increase your brand awareness Attract new clients for just \$25/mo www.sitecreator.com), "Free Website Builder" (Build your own free website in 30 minutes. You will love it. www.BlueVoda.com), "create a web site" (Site + Domain + Hosting + CMS \$249 Everything You Need To Be Online www.WebShot.co.nz), "Free Web Design & Hosting" (Free 30 Day Trial, Custom Website & Hosting For Less Than NZ\$8/mo www.VistaPrint.co.nz), and "DIY Websites in AU" (Do It Yourself and save).

## STEP 5 – MONITOR YOUR PROGRESS

Your search ranking is important for increasing your chances of getting traffic to your website but the most important thing is the actual volume of traffic you are getting. Google Analytics is the service that you use to monitor traffic to your Rocketspark website. Once you set-up Google Analytics you can see how many of your visitors are coming from search engines and what the keywords are that they use.

If you have not yet set up Google analytics please refer to our guide to setting up Google Analytics: [Setting Up Google Analytics User Guide](#).

## **STEP 6 – BE PATIENT AND EXPERIMENT**

Achieving a good ranking in search engines is typically a long process and you won't achieve a good ranking overnight. It can take a few months before your website shows up in search engines even when searching specifically for your business name. SEO is also a process of constant improvement and experimentation so once your site goes live continue to try new approaches to improve your search ranking and be patient.