Search Engine Optimisation

O'Brien Media
creativity with style

What is Search Engine Optimisation (SEO)?

You probably came across our website by searching for a Swindon or Wiltshire based Web Designer or SEO Company (or similar). That's what we aim to do for you, get visitors who are looking for your product or service to your website and help to grow your business.

We only use ethical SEO (Search Engine Optimisation) techniques, and use good old fashioned research, to complement specialised tools to allow us to come up with a winning strategy for optimising your website.

Many people who don't understand the goals of SEO think of is as involving spamming search engines or manipulating results in some nefarious ways.

If implemented within search engine guidelines, SEO is endorsed by Google and other search engines as it results in pages that are structured in such a way that it makes it easier for search engines to do their job and provide useful information to their visitors. It's a win-win situation for all concerned!

Ethical SEO ▶ Better Search Rankings ▶ Better Traffic ▶ Higher Sales

Results driven Search Engine Optimisation

We'll work with you to come up with a strategy to optimise your website. This can either be implemented by us or we can advise you on how to make the necessary changes to your website to improve it.

Whether your website was designed by O'Brien Media or by another agency or freelance designer we can help boost your search engine presence.

Our SEO Best Practices

Build on a keyword foundation

When creating an SEO strategy, we build the foundations of the strategy on keyword research. We don't only build an SEO strategy just on the keywords you, the client, think that people search for.

There's no point forcing it

When writing SEO content or any content for your website, in general, we don't consciously try to put keywords into the content. If you are writing about a keyword or a subject relating to a keyword, keywords will naturally show up when writing content.

Interlink everything

When adding content to your site, we ensure that we have taken advantage of all possible interlinking opportunities to help support other content on the site along with improving the user's experience.

Give it a heading

We will break up content with headings; this allows for easier reading for both the user and for Google. Every page should have one H1 and H2 heading at the very least.

Mark it up

Use all possible schemas (structured content/markup) to markup data throughout a site to both help Google understand your site more and improve click-through rate.

Redirects before launch

Before launching a new or updated site, we redirect all URLs from the old site to their new counterparts (or the closest corresponding page on the new site) to ensure no loss or dip in rankings.

Make reporting easy and automatic

We create reports that pull in data automatically and make those automatic reports find the balance between detailed and understandable. Too much information can be overwhelming and create a data distraction.

SEO Optimisation doesn't only help rankings

Making SEO improvements doesn't only help with rankings, it can help with Google Ad campaigns, improving both the quality score and ad relevance of the ads shown to potential visitors.
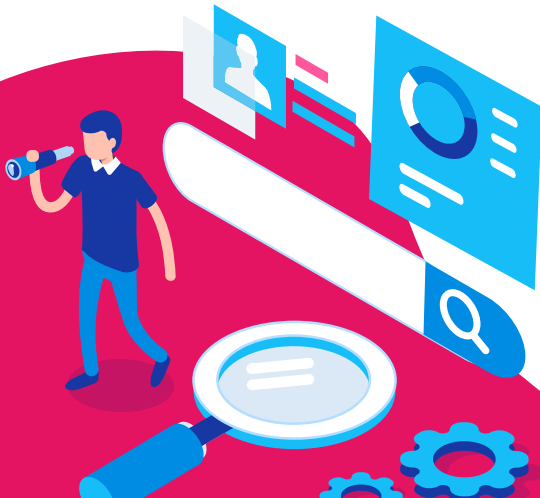
Overview General & On-page/MetaTags

General:

• Every keyword should be seen as a question (or search query). The question could be as simple as 'dresses' or as complex as 'how do I make my website rank higher on Google?'

• Keyword research will always be carried out in Google's keyword tool in a paid Google Ad account, to ensure correct and up to date search volumes and keywords are in use.

• We will use SEO Tools to find missing pages, 404s, 301s and all meta information.

On-page/Meta Tags:

• When writing page titles and meta descriptions, to ensure they aren't over length or under length, we use pixel length not character length. Page titles 568 pixels and meta descriptions 940 pixels.

• Page titles will usually be structured as followed *[Page Keyword] - [Another Page Keyword/Higher Level Keyword] | [Site Name]*. Your brand doesn't always need to be included.

• All pages will include headings, at least one H1 and one H2. The H1 and H2 should be vaguely keyword focused.

• Home page page titles should always start with brand name followed by the company's main keywords. For example 'Mela London | Shop Women's Clothing and Ladies Fashion'.

• HTML Lang attribute must be set to the most appropriate language for the site for most clients that will be "en" or "en-GB".

• Ensure 404s errors found are fixed by either a 301 or link removal and ensure that the number of 301s on the site are as low as possible by updating links.

Overview Page Speed, Content, Reports, & Redirection process for new site launch

Page Speed:

• Google's Page Speed insight both mobile and desktop should be above 75/100.

• Use AMP to ensure the fastest mobile pages but keep in mind that the page in Google's CDN won't be created using the visitors IP address.

• We will compress images before uploading to a site to ensure they are as small as possible without losing quality.

Content:

• Content should be "above the fold" if the website design allows.

• Page content should be at least 350 words but anything above 750 words is best.

• All content to be interlinked (links established between pages on your website).

• Epic (or anchor) articles with over 2000 words can be very powerful supporting content and will naturally answer a lot of searches.

• Blog posts can massively help pre-existing content on the site and help capture any other keywords.

Reports:

• There are three main sources that SEO reports can be generated with Google Webmasters, SEMRush and Google Analytics.

• Google Data Studio can be used to create reports that automatically update and allow for date range changes by the viewer.

• SEMRush can be used for position tracking and site audits along with list of keywords in Google Top 100, traffic predictions, and paid search insights for both client and client's competitors.

Redirection process for new site launch:

• We will crawl your site with SEO Tools to get a list of all pages. Cross-reference list with ranking pages in both SEMRush and Google Webmasters to ensure no ranking pages are missed.

• Create redirect Excel sheet with list created with SEO Tools, SEMRush and Google Webmasters then write out each of the pages. If a page isn't on the new site, redirect to the next most relevant page.

Using SEO to target customers in your area

If you follow Google guidelines to get a decent amount of traffic on your site, you know one thing for sure and that is SEO changes from time to time.

Since Google rolled out Pigeon update in July 2014, Penguin 4.0 during 2016 and more recent updates throughout 2018 and 2019, local competition has been heating up fiercely. So, if you are on the lookout for a way to target the customers of your area, you should start focusing on your local search rankings.

Google uses the text from your website as the primary way to determine who you are and what you do. Google also use information from other sources, like social media pages, other people's websites (that link to yours) and information provided directly to Google through their Google Places and Google Business services (this is mainly how they identify your coverage area but it's not an exact science!)

The best possible way to improve the presence of your business locally is getting your site listed on popular business directories such as Yelp, Yell.com, Google My Business listing, Bing Places for Business page and many more.

These business listing sites are featured prominently in local search engine result pages (SERPs) on major search engines and serve your end goal of attracting users' attention and bringing in more new customers.

If you don't already have a Google Business listing/profile then setting one up and becoming a verified listing (they send you a postcard with a verification code to enter) would be beneficial.

You may be surprised to find out that around 73% of online activity is related to searches for local businesses. Millions of potential customers use local search daily to find the local businesses in their area. And, what's better than optimising your local business listing to increase the possibility of your business getting found by these potential customers through Local SEO.

Is your site suffering from Mobile-Unfriendliness?

It's remarkable to see, but many websites still seem to treat mobile visitors almost as an afterthought.

It's still not uncommon to find a mobile site where items are misaligned, overlapping, formatted strangely or subject to some other oversight from the designer, all of which can signal to a visitor that your company doesn't take the time to go over little details.

It's worth remembering that catering for mobile users is not "serving a niche", it's now the most important part of the job.

Statista reported that 52.2% of all Internet traffic happened on mobile phones in 2018 (up from 50.3% the previous year), proving that desktop browsing is actually now the less-used way to explore the web.

Coupled with Google's algorithm change in March 2018 to prioritise mobile-first indexing, there is now no reason at all to neglect the mobile experience of your website.

A low-quality mobile site can negatively affect your SEO performance as well as the experiences of your users, so it's important to get it right.

For more information about our services get in touch...

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