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Golden Rules For Developing Search Engine Optimisation For Your Company

In order for your website to be lucrative, there are a number of problems that have to be overcome for Internet success. If you optimise your website by following a few simple rules, you should soon be reaping the successes of your efforts.

One of the most important rules to remember is that website content needs to be kept fresh and up to date, because search engine spiders trawl the Internet frequently keeping track of all the new information from your website. The fresher the content of your site, then the better your page ranking will ultimately be and therefore more people will be able to find your website as a result of this.

Ensure that the text on your website contains the most pertinent keywords and that they relate as much as possible to the product or service you are trying to sell. This needs to be embarked upon carefully because if the site author strays too far from the main focus of your website, then you may lose page ranking as a result and also lose potential visitors to your website. Search engine spiders want to find content and keywords that relate to individual pages in addition to the complete website.

Try to make your meta titles around 60 characters in length and do not use any particular phrase or keyword more than twice. Also, use your main keywords in the meta titles.

When it comes to your meta descriptions, these should be no longer than around 200 characters, including spaces. These should include as many relevant keywords and long tail keywords as possible. To the uninitiated, long tail keywords are those which are very specific to whatever you are trying to sell. These long tail keywords can help a great deal in driving considerable traffic to your website, albeit they may not be used as frequently in searches. Even though they are less competitive than perhaps the more usual keywords, they often have a higher conversion rate because the people who use them have been more explicit in their search and have probably already made a decision to purchase. In order to improve your page ranking, seek out free programs on the Internet that will assist you in identifying the best long tail keywords.

Many people go overboard with keywords in attempting to impress search engines, but you have to bear in mind that your text has to be palatable to humans who visit your web pages and if you include too many keywords, the text will simply become incomprehensible and visitors will quickly leave your pages. The keyword density of your web pages should be around 5% and if you use more than this, then your website may be penalised for spamming.

In order to fulfil your needs, [affordable web design](#) is accessible in West Sussex, UK where there are design services equipped to supply the highest standards and personal services that would be difficult to achieve from larger web design companies.

Thus, the key to successful website design is in effective, [cheap web design](#), where pages are user friendly, convincing your visitors to purchase your goods and services.

People who are searching the Internet for information about the niche of [website traffic](#), then make sure to visit the link that is quoted right in this paragraph.

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