

The Search Engine Algorithm

The Search Engine Algorithm is an unknown and is constantly changing, but the focus will always be on providing relevant content to visitors from sites with authority.

How can I improve on 'relevance'?

Relevance focuses on your on page content, so time to review what your website says:

Are there at least 300 words of copy on each of your website pages (contact page is the only exception)?

Yes No

Does each page have a different, yet relevant keyphrase which is mentioned 2 or 3 times in the copy on that page?

Yes No

Does your copy read naturally, so website visitors have a clear idea of what your company offers?

Yes No

Do you write regular, relevant, fresh content in the form of a website blog or news articles?

Yes No

How can I improve on 'authority'?

Authority focuses on your off page presence that shows you have knowledge and weight in your industry.

If you are currently writing regular blogs for your website, or articles for other websites, have you signed up for Google Authorship?

Yes No

If not, it is free and boosts your (individual) authority. You need to sign up for a Google+ account and provide details on yourself including a headshot image. More details here:

<https://plus.google.com/authorship>

Are there any industry relevant forums, online groups or blog sites?

Yes No

If you answered No, you just need to search! Then read a couple of the posts every week, sign up (including your website address) so you become an active member and where you can add a valuable comment do so!

