

Give Your Site A Quick SEO Tune Up

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Motorcycles

need tune ups, servicing and overhauls. If you don't like looking at your site everyday you could consider a weekly or fortnightly tune up. Just 20 minutes a week can make a lot of difference.

1. Start small with the meta information.

a.

Examine your Title meta tag on each page. Do they describe the page contents? Is at least one part of the Title geo-specific? Example, "Solicitor, London" and not just "Lawyer" or "My Law Firm."

b. Look

at the Description meta tag. Meta tags should not repeat themselves. Google hates repeated information.

2. Check your links.

Use a free

online program to ensure against broken links. Go to a search engine key in "free link checker" and examine the top three and choose one.

3. Do a little marketing

Go and search

for something you sell. Let's say you are a lawyer. Perform two different kinds of searches, global and geo-specific.

Example: 1.

"lawyer," global and 2. "lawyer, (city)", geo-specific. Examine the backlinks to make sure that you are also on the same business directories as the top ranked websites. You do this quickly using a "backlink checker" which you can find using a search engine.

Steps 1, 2,

and 3 should preferably be repeated at least monthly. The next steps go a deeper into your maintenance plan.

4. Google Analytics.

It's free and

it's easy. Everyone has found it extremely useful.

Sign up for it

at

<http://www.google.com/analytics/>.

Google gives

you a unique code to insert on each page you want to keep track of. It's just a few lines of script that you paste into your webpage. Google shows you to do it.

It really is

easy. You find out how many visitors are coming into your website, which keywords brought them in, which websites referred them to your website, where they are from, how much time they spent on your webpage and website and more.

You will find

out if the visitors are, in fact, the type you are aiming at. If not, all you have to do is tweak your Title meta tag and your content to let the search engine know, for example: you want people who were searching for "aircraft design" not "engine design".

5. Alexa.

Alexa monitors

traffic levels for websites, while it is not considered very accurate it is the best you have.

Why should you care?

Suppose, you

own a gift store in Edinburgh. You look up your competitor and find that they have an Alexa rank of 9,000 and you have one of 5,000. This is an indicator that they are getting more gift shop web traffic in Edinburgh. The more traffic you get, will result in improvement in your organic search engine ranking. Marketing moves which increase web visitors give you better Alexa ranking.

Try to get

targeted visitors to your website through marketing channels, that is the best you can do.