

Search Engines

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Having a website won't necessarily bring in business automatically. You will need to consider other alternatives of advertising. Any advertising can be linked to your website which will provide full information and images to prospective customers along with your contact details. However, there are some things that can be done to improve search engine rankings. Search engines work by continually trawling websites and picking out keywords that people might search on. Keywords being for example; Brighton, caravans, seaside, holidays. etc. If you know the keywords that people search upon then you need to have these in your site. For example, I was reading that many airlines were using the keywords "discount air fares", not realizing that people were searching for "cheap tickets". Changing the keyword brought in many more people. If your site does not have a lot of content or the appropriate key words then I would encourage you to continually update it. Search engines also like it when they see a site being updated often. So if you can log in and start adding some content it will help and also even if you were at the top of the search engine lists what is there for a visitor to see on your site!!? Not only would a visitor not stay they may not return. web-sites4.eu may have created your site but now it is over to you. Your website will be as good as you are prepared to make it! The more you update your pages with good content, the more your rankings will increase. Search engines increase the frequency of visitation and ranking when they see updates are made often. In addition, 'meta tags' can be added to your site which are similar to your keywords. If you want to send me a list of keywords I will add them as meta tags too. The external influences you have no control over. It consists of outside links to you. That tells search engines (specifically Google) that your page is considered worthy by other people. Links from highly-ranked sources themselves will rate more highly than links from pages with a lower visitor count. Confused! Don't be. Just start by adding some content, think about the key words you should include. Don't forget to send these to me and I will add them in as meta tags.

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