

Search engine submission and optimisation

We use the most up-to-date submission and optimisation techniques in our design and construction process.

Each website we construct is submitted to over 50 search engines, including the most popular sites such as 'Google', 'Yahoo' and 'AltaVista'. As well as this, each site is given a tailor-made set of meta-tags, which are words embedded in the coding of the website to maximise detection in search engines and also include a brief summary of the site (which appears with the domain name in the search results). Our meta-tags are written using the most relevant words to each site and we use the latest formatting in order to increase ranking within each of the search engines. We are constantly reviewing and updating our techniques in conjunction with current methods and advice, issued to us via search engine experts in the form of newsletters, forums and tutorials.

The techniques we use are generally successful, however high ranking on search engines also depends on the product/service/idea each website is advertising. For example, in a competitive market such as cd sales it is very difficult to achieve top ranking in popular search engines without paying to become a sponsored link or using other paid services such as 'Google Ad Words'. We can advise and set-up such services where required; however, there is no guarantee from the search engines or ourselves that this will increase the traffic to your site.

Ranking in search engines also depends on time; the longer a website is on the internet, and the more traffic it receives, the higher it climbs in search engine rankings. New websites usually take several months to climb rankings, unless extra advertising (non-internet advertising) is used to increase traffic and therefore increase search engine rankings.