



Top 10 tips

Getting your website found on Search Engines

&

Turning visitors to customers

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Top 10 tips

<i>Getting your website found on Search Engines</i>	<i>Turning visitors to customers</i>
1. Try to avoid flash websites	1. Avoid slow loading flash & graphics
2. Try to avoid (multiple) frame websites,	2. Contact details prominent
3. Logical page structure	3. Keep information up to date
4. Build in clear navigation	4. Focus on benefits to your visitors
5. Best to have "accessible" website	5. Design elements - accessibility, professional
6. Build in good, quality & relevant copywriting	6. Explain terms & refund policies, data protection, security, phishing
7. Build good, quality & relevant incoming links	7. Give them something valuable for free
8. Must avoid sneaky techniques to cheat the search engines, be honest	8. Tell them what you want them to do. Buy, subscribe, telephone
9. Ongoing nurturing of website - process not an event	9. After sales service, customer enquiries, are you easy to get hold of?
10. Use a web design agency that specialises in accessibility and search engine marketing	10. Offer newsletters, not ready now, maybe later?