



Top Five Ranking Tips

1) Use main keyword in the title tag.

The title tag is hugely important if you want to rank well in the search engines. Remember to make your title tags keyword rich, relevant and a maximum of 65 characters.

2) Use keywords in the anchor text of incoming links.

Anchor text is very important and must contain keywords. For example, if you have a page that you want ranking for the keyword 'blue widgets' than any incoming links to that page must have 'blue widgets' in their anchor text.

3) Increase the number and quality of incoming links and boost the link popularity of the site.

Link popularity is an important factor that Google uses to determine SERPs (search engine results pages). Build as many quality links back to your site as you can but be wary of spam.

4) Pay attention to on page keyword use.

The 'old' techniques of optimising on page text still hold good. Include your main keyword:

- In the first 90 characters
- In bold
- In an internal link
- Don't stuff your copy with keywords. Keep content natural.

5) Use internal links wisely

Use text hyperlinks (with keyword in anchor text) to link between internal pages of your website.

For example, if you have a page that you want ranking for the keyword 'blue widgets' than any internal links to that page must have 'blue widgets' in their anchor text.