



You may also wish to consider geographic targeting of your business, for example "SEO consultant London" would be easier to obtain a top 10 ranking for than just "SEO consultant" and would still offer high search volumes.

After selecting the best keywords for your backlinks, try to use a selection of them when applying for listings in directories and on partner sites, not forgetting to vary the keywords used to give natural weighting to your backlinks. Two examples of good and bad web directory links are shown below:

Here's an example of a badly formatted directory link with no keyword terms in the anchor text (just "Horsey Jameson Bird Pty Ltd"). This link would little benefit the recipient site other than improving their search engine ranking for their company name - which inherently less people would search for:

#### **[Horsey Jameson Bird Pty Ltd](#)**

Horsey Jameson Bird is a Queensland financial services company

Here's an example of a well formatted directory link with the company name and a couple of useful keywords ("remortgage lenders") used in the anchor text. This directory link will help raise the ranking of the recipient site for the lucrative keyword search term "remortgage lenders":

#### **[Remortgage Lenders at Remortgages UK](#)**

Remortgage lenders across the UK. Remortgages are available for people

#### **- Reciprocal Links**

The benefits of acquired links are largely negated by reciprocation. In other words, if site A links to site B and then site B links back to site A, search engines like Google view it as just a "link trade". "Reciprocal links" as these types of links are called have less value and offer less search engine ranking improvement, particularly in Google.

That said, adding some reciprocal links as part of a wider SEO campaign is a good thing, particularly where backlinks are obtained from authority sources. However, adding too many reciprocal links at the expense of acquiring quality one way links can cause a sudden reduction in Google ranking, especially if the link anchor text used is little varied.

#### **• *Acquiring more links for your website***

##### **- From clients**

Many UK companies will have large and medium size corporate clients. In some cases, if your company is well connected within these organisations, it may be possible to get your clients to link to your website from their website. It is always worth asking!

##### **- Links from Web Directories**

A list of free and paid web directories is available at <http://www.seocompany.ca/directory/web-directories.html>. Our advice is to avoid directories which require a reciprocal link and to concentrate on getting a link from high Page Rank directories which offer a free or paid listing. If you're paying for a directory listing, then try to ensure that your link will be added onto a Google cached page of the directory with some Page Rank.

Page Rank is Google's measure of the importance of a webpage and the "PR value" of a webpage is measured on a scale of 1 to 10. Sites and pages which have acquired more quality links from other www sites will generally have a higher Page Rank. Authority websites will generally have a Page Rank of 5 or more and have a good Google ranking. To check the Page Rank of your website (alone) enter your website domain at <http://www.checkpagerank.com>

The Google Page Rank and cache status of any webpage can be determined by entering the page URL at <http://livepr.raketforskning.com/>.

This test tool shows the Page Rank (PR) of any webpage across all Google data centres and whether the page is included in the Google index (I.E. whether or not it is cached). Obviously, it makes no sense to buy a directory link on a webpage which isn't listed in Google as it won't provide any Google ranking improvement for your website.

Directory listings in the best web directories will significantly help in the promotion of your website, particularly in Yahoo! and Google. For this reason, it makes sense to manually submit your website to the [Open Directory Project](http://dmoz.org) <http://dmoz.org> (requesting a listing under the appropriate category) and in the [Yahoo! directory](http://dir.yahoo.com) <http://dir.yahoo.com> (paid listing required).

### **- Article Submission Links**

There are several more ways of generating backlinks for your website. Firstly you can write informative articles and have them published on leading article submission sites requesting a link back to your website for promotional purposes. One recommended UK based article site is <http://www.articledepot.co.uk/>. A list of other article submission sites is available at [http://www.ksl-consulting.co.uk/article\\_submission\\_sites.html](http://www.ksl-consulting.co.uk/article_submission_sites.html).

### **- Link Building Campaigns**

Acquiring links is a painfully slow process and KSL Consulting offer a cost effective link building service to build one way links to your website to help raise search engine ranking and website visibility.

In some cases, where a website has very few links and offers services to a niche market, even adding a few backlinks utilising well chosen keywords can provide a real boost to search engine ranking. However, when trying to compete against highly competitive terms many more backlinks are usually required or a different strategy of optimising for less popular "long tail keywords" should be considered. An article on Long Tail keyword selection is provided at [www.ksl-consulting.co.uk/long\\_tail\\_keywords.html](http://www.ksl-consulting.co.uk/long_tail_keywords.html).

Our link building pricing is as follows:-

- Page Rank 5 one way links from similar theme / category sites : £13 each
- Page Rank 4 one way links from similar theme / category sites : £10 each
- Page Rank 3 one way links from similar theme / category sites : £9 each

Links are obtained from similar theme / category sites and come with a one year guarantee, whereby if some links are removed by the webmaster then alternative, similar value links will be provided.

In general, links from higher Page Rank pages are generally worth more, particularly when the site offering you a link is in the same industry and has a similar theme. The best links of all would be from highly trusted sites such as the CIPD or similar authority training sites.

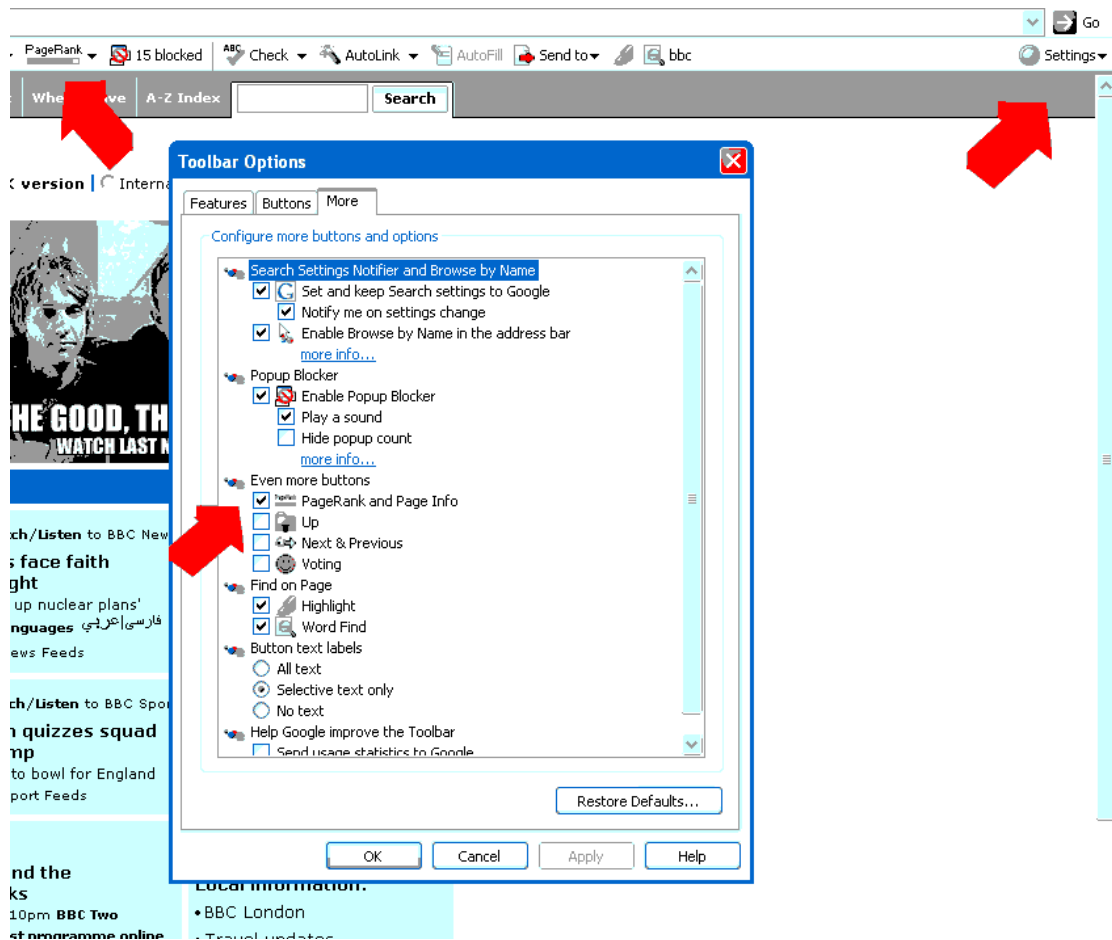
### **- Competitor Link Analysis**

One way of acquiring backlinks is to do competitor website analysis to identify who links to them. To do this, type [link:http://www.yourcompetitor.co.uk](http://www.yourcompetitor.co.uk) into a [Yahoo search window](http://uk.yahoo.com) at <http://uk.yahoo.com> and Yahoo will provide a list of all web pages which link to your competitor's site. Obviously, [yourcompetitor](http://www.yourcompetitor.co.uk) should be replaced with the domain of the competitor you wish to analyse! It's best to do competitor backlink analysis in Yahoo as the same command in Google doesn't provide a full list of backlinks (just a small subset).

Competitor backlink analysis is vastly useful as you will be able to identify a lot of web directories which list your competitor, together with many potential new link partners. You'll also be able to find high Page Rank links which benefit your competitor's search engine ranking and could easily benefit you if similarly acquired.

To assess the Page Rank (PR) value of links is easier if you download and install the Google Toolbar at <http://toolbar.google.com/T4/>. When the Toolbar is loaded, click the "settings" menu on the top right and enable PageRank and Page Info display to show the Page Rank information for any web page that you visit. This will assist you in finding the

best quality backlinks for your website. In all cases try to get links from websites of a similar theme on a page which have some visible Page Rank (above PR1).



### - What other factors affect search engine ranking?

KSL Consulting recommends a fantastic article on search engine ranking factors at <http://www.seomoz.org/articles/search-ranking-factors.php>. This article is written by an industry leading SEO company based in Seattle WA, USA. Take time to read it, the SEO tips provided are extremely valuable (although some aspects may be rather technical).

## Analysing Your Site

### - Check Google Listing

It is surprisingly tricky (if your website doesn't appear in the normal search results) to gauge whether your website is fully or partially indexed by Google. To accomplish this type [site:www.mydomain.co.uk](http://www.mydomain.co.uk) into a Google search window. Google will then display all pages of your website which are in its index. If your website has low Page Rank (of 3 or less) then it is normal that Google may only index a small subset of your website's pages. This further emphasizes the need to get more inbound links – so as to get your website fully indexed. With low Page Rank sites, sometimes pages will show as "Supplemental Results". Supplemental pages will generally not rank well in Google for competitive keyword terms. Supplemental results can be caused by running the same website content on more than one domain (mirror sites – duplicate content). A detailed article on Supplemental pages is on my website at [http://www.ksl-consulting.co.uk/google\\_supplemental\\_result.html](http://www.ksl-consulting.co.uk/google_supplemental_result.html). Incidentally, never run mirror sites as they cause serious SEO problems. Instead, always use a [301 re-direct](#) to preserve your search engine ranking and to avoid duplicate content issues.

### - Check Yahoo and MSN Listing

The **site:** command works in other search engines to show how many website pages are indexed from a certain domain in Yahoo! and MSN. Just use the same command in Yahoo or MSN search windows to check how well indexed your website is on those search engines too.

### - Check Website Navigation System

Sometimes when a website is not fully indexed by Google, Yahoo and MSN the reason can be that the website navigation system (comprising internal links) will not allow search engine access. Classic examples of this are fancy JavaScript pull down navigation menus and Flash based navigation systems which often represent poor SEO practice, leading to search engines not being able to find and index the content a particular website. For this reason a sitemap consisting of static text links should be used to ensure every webpage can be found by a search engine web crawler (often referred to as a web spider).

To test your own website's navigation system visit <http://www.seochat.com/seo-tools/site-link-analyzer/> and select "Internal links" for the test. Enter your website URL and see how many pages can be found. The link analyser shows all "search engine friendly links" which are accessible from the domain name or webpage you entered. It will not follow those links to check all of your internal pages – but nevertheless it shows whether your website has accessibility to search engine spiders. A list of all web pages that are visible to search engines will be provided at the end of the test. Here's an example:-

Internal Links: 25	
Link's URL	Link's anchor text
<a href="http://www.ksl-consulting.co.uk/">http://www.ksl-consulting.co.uk/</a>	Home
<a href="http://www.ksl-consulting.co.uk/web_site_design.ht...">http://www.ksl-consulting.co.uk/web site design.ht ...</a>	Berkshire Web Design Services
<a href="http://www.ksl-consulting.co.uk/search_engine_opti...">http://www.ksl-consulting.co.uk/search engine opti ...</a>	Search Engine Optimisation (SEO)
<a href="http://www.ksl-consulting.co.uk/web_design_rates.h...">http://www.ksl-consulting.co.uk/web design rates.h ...</a>	Web Design Rates
<a href="http://www.ksl-consulting.co.uk/web_design_portfol...">http://www.ksl-consulting.co.uk/web design portfol ...</a>	Portfolio
<a href="http://www.ksl-consulting.co.uk/contact_us.html">http://www.ksl-consulting.co.uk/contact us.html</a>	Contact Us
<a href="http://www.ksl-consulting.co.uk/sitemap.html">http://www.ksl-consulting.co.uk/sitemap.html</a>	Sitemap
<a href="http://www.ksl-consulting.co.uk/seo-training.html">http://www.ksl-consulting.co.uk/seo-training.html</a>	SEO training
<a href="http://www.ksl-consulting.co.uk/contact_us.html">http://www.ksl-consulting.co.uk/contact us.html</a>	contact us
<a href="http://validator.w3.org/check?uri=http://www.ksl-c...">http://validator.w3.org/check?uri=http://www.ksl-c ...</a>	Valid HTML 4.01 Transitional
<a href="http://jigsaw.w3.org/css-validator/validator?uri=h...">http://jigsaw.w3.org/css-validator/validator?uri=h ...</a>	Valid CSS!
<a href="http://www.ksl-consulting.co.uk/google_seo_advice...">http://www.ksl-consulting.co.uk/google seo advice. ...</a>	Google SEO Advice
<a href="http://www.ksl-consulting.co.uk/google_penalty.htm...">http://www.ksl-consulting.co.uk/google penalty.htm ...</a>	Google Penalty
<a href="http://www.ksl-consulting.co.uk/seo_faq.html">http://www.ksl-consulting.co.uk/seo_faq.html</a>	SEO FAQ
<a href="http://www.ksl-consulting.co.uk/google_ranking.htm...">http://www.ksl-consulting.co.uk/google ranking.htm ...</a>	Improve Google Ranking
<a href="http://www.ksl-consulting.co.uk/google_page_rank.h...">http://www.ksl-consulting.co.uk/google page rank.h ...</a>	Google Page Rank Problems
<a href="http://www.ksl-consulting.co.uk/google_sandbox_fil...">http://www.ksl-consulting.co.uk/google sandbox fil ...</a>	Google Sandbox

### **- Who Links to Your Website?**

Display a list of all www sites that link to your website by entering [link:http://www.mydomain.com](http://www.mydomain.com) into a Yahoo search window at <http://uk.search.yahoo.com>.

### **- Determining Search Engine Optimisation Status**

KSL Consulting will provide a low cost report which will detail worthwhile SEO improvements you could make to your website. By way of an introduction to SEO concepts and techniques, here are just a few basic tests you can carry out yourself...

- Visit your website's homepage and from the top of an Internet Explorer window, select [View > Source](#). This displays the source code of your page. Your homepage should have a well written HTML title of around 60 characters including spaces. The title should include your company name and a few carefully selected keyword/s. Here's an example:  
<title>ZXY Consulting : Change Management Consultancy</title>
- Check that your homepage is well written and uses a selection of relevant, well chosen keywords which give the page a clear theme. Search engines like to see text, so don't make a homepage full of pictures with no content. Avoid using Frames in your website design at all costs.
- Try to make each page of your website fit a certain purpose and have a single theme. For example, if you do "training courses" and "team events", then have two separate pages on your website which are informed articles on these topics. Don't try to make one page "fit all". To promote individual services and webpages, you may choose to get some backlinks pointing to your most important product and services pages. This can greatly help raise the search engine ranking of internal website pages.

### **- Improving Website Traffic**

Obviously getting more links from other www sites is the first step for improving website traffic alongside making sure your website is search engine friendly and has optimised content utilising the best keywords.

Another great way of increasing targeted website traffic is by using "**link bait**". Link bait can take the form of unique articles, services or features which offer 'best in class' information about certain popular topics or themes. Where certain topics are underexploited or underdeveloped elsewhere on the web, such articles can generate a lot of interest and a lot of natural links. This can really help to promote your website, leading to a significant increase in targeted traffic and new business opportunities. For example, KSL Consulting's SEO articles have resulted in the website acquiring over 900 links from other www sites as a result of the quality of content and its originality.

### **- Does SEO Work?**

Yes. If done properly, SEO can really help improve search engine ranking and save you money on expensive PPC campaigns. We can provide many examples of our success in promoting websites and achieving top 10 search engine ranking for competitive terms. Contact us for more information.

KSL Consulting runs a successful travel business with sales of over £250,000 per year, so it is vital for us that we maintain our competitive edge in the web marketing arena.

### **- Need More SEO Help and Advice?**

KSL Consulting would be happy to provide individual SEO advice and to analyse existing underperforming website domain/s to determine the right SEO and marketing strategy for your business. We can produce summary SEO reports based on our findings which detail our recommendations for improving traffic and online business generation. Call us today, without obligation on (01635) 582510 or e-mail [Steve@ksl-consulting.co.uk](mailto:Steve@ksl-consulting.co.uk).