

# SEO Optimisation Tips

## What You Need to Know

**W**hen a prospective customer searches for your type of business, what are the chances of them finding you on the first page of Google? Are the search engines able to find your site easily? If you're not getting the results you want from your website, what can you do to boost your search rankings without spending a fortune on optimisation?

**Recent surveys focusing on search engine usage tell us that more than 60% of internet users click on a link that appears on the first page of their search results. Around 90% will venture as far as the third page, with just a handful choosing to go beyond. If you're in business, this means one thing: to stand the best chance of being found by prospective customers you need to appear on the first page of search results for the major search engines. Or at least to appear somewhere on the first 3 pages.**

**One of the most effective, proven methods to achieve strong search engine rankings is to publish frequent articles online relating to your business or industry, making sure you include links back to your website. This serves 2 primary functions: it helps raise awareness of your business, positioning you as a serious player in your field. Secondly, IF your articles are getting picked up by the search engines, it will vastly increase your chances of being picked up in an online search. With Business in Berkshire, you get all the tools you need to do this effectively.**

**Publishing your articles on Business in Berkshire and linking them to your website is almost like jumping the queue to get onto the first page of Google. Our members' articles consistently achieve excellent search engine rankings.**

### How does it work?

**Because our website contains all the right ingredients that search engines love to see things like:**

- **plenty of relevant keyword-rich content that is frequently updated**
- **reciprocal links to and from our site**
- **steadily growing readership figures (currently up to 60,000 per month)**

Which means the major search engines keep on coming back for more. This free guide talks you through the essentials of optimising your website to attract traffic - whether it's a standalone website or part of the Business in Berkshire network.

