

SEARCH ENGINES POSITIONS

Search engine positions are very important if you are looking to maximise the number of people visiting your site through the search engines.

In April, a search for: Famous people born in April, would bring you 10 options on the first page of Google.co.uk, 2 of which were managed by LiaiseOnline.



Business in Berkshire's

www.businessinberkshire.co.uk/onthisday/news8.html

and On this day in History's

www.onthisdayinhistory.co.uk/extra21.html

Both contain similar information; one was published before the other a number of years ago. We had initially loaded the content onto Business in Berkshire back in 2005; in 2006 a University graduate worked with us for a short time before going off to work for a newspaper and loaded the content under its own url www.onthisdayinhistory.co.uk.

The binb link in first place helped generate 275 visitors to the page during April 2008. The second page was in 7th place and helped generate 17 visitors to its page. Now these visitors could have landed under their own steam or via other search engines with different positioning.

What we do know is that the Onthisday link achieved just 6% of the total visitors via the BinB link the url of which is not as obvious a source of information on famous people's birthdays!

The message here is very simple, if you want to maximise visitor traffic from strategic key phrases then you need to use a proven method to get your content up to the top of the rankings.

LiaiseOnline can help you achieve top rankings and advise you on techniques to maximise your position. We can also help you make the most of your visitors once they have landed!

Call 01753 852904 to find out more.

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