SEO In House Checklist & Recommendation

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Do not lose a great opportunity to help your site in search engines. Use the following checklist to find out where you stand and to rank better on all the engines and drive more traffic to your site. It's not easy to tackle with the diversity of the search engines resulting process. Search engines are striving to provide best results to the users and websites wanted to achieve high ranking.

Onsite SEO

Although there are hundreds of articles and generic list of onsite SEO tips on the internet, surprisingly many SEO consultants, analysts and developers overlook some important aspects and best practices for onsite optimization. Here I have mentioned the summary for my findings, which can me implemented or adopted to achieve the best results. Search engine algorithms seems to be different from each other and their regular change in searching mechanism giving hard time for companies who want to be their with organic search. However if the following strategies is strictly follows there is no doubt that it can positively improve your ranking.

Please check the following according to your website.

- · Website usability and efficiency
- · Navigation
- · Interactivity
- · Friendly URL's
- · Page Load Time
- · Internal Linking
- · Anchor Text
- · External Linking
- · Web Contents
- · Site Map (html, ROR, Text)
- · RSS for external users
- · Meta Tags (Unique Title, Description & Keywords)
- · W3C Compliant HTML

Off Site SEO

Off Site SEO is the best way to get your site indexed on the search engines in the shortest time possible. Social networking has emerged as a key technique in modern way to improve backlines to your site. Before creating social network like book marking, tagging, link exchange and submission to directories, one need to have a critical competitor evaluation in this area. Remember, whatever ways you use to get site indexed and ranked highly in search engine for a particular keyword, always be patient. Sooner or later site would be their but make sure that you have done the following.

- · Have healthy number of quality incoming links or Inbound links?
- · Social Networking (Blogs, Bookmarking, video channeling for branding website name)
- · Link Exchange/ Reciprocal Links

- · Link building through partners
- · Affiliate Marketing
- · Directory Submission
- · Search Engines Submission
- · RSS Feeds
- · Press Releases
- · Articles and Publications

Check Regularly

Sometime it's easy to get top ranking depending upon the competition but pitfall is to keep the same ranking in search engines. It could be difficult for old websites as well as newly established however if website has followed the legal procedure to come up for natural search then the process is slow but long lasting. In order to attain the better ranking as well maintain the same can be done if following tasks performed on regular bases.

- · Regularly check the page rank of home page and internal pages of your website.
- · Do keywords Analysis to find out the competitors keywords.
- · Check link popularity using Google tools
- · Keep an eye on keyword density of the keywords on the targeted pages.
- · Competitor analysis plays vital role in finding your strength and weakness.
- · Number of inbound links change every day. So keep monitoring the improvement.
- · Outbound links can significantly improve your search engine ranking.
- · Tons of tools are available in the market to the check ranking against particular keyword on regular basis.

Please Do Not

Optimizing image is becoming more and more important in search engine optimization of a website. The goal is to provide better contents and most relevant information to the buyer and search engine should provide the best possible and close search results in order to save time and money. However some optimizations experts overlook the factor which has bad impact and results in the low ranking. So I would like to say What <u>Not To Do</u> instead of what to do and follow the followings to avoid and disciplinary action and dramatic fall in search engine ranking.

- · No Flash
- · No commented code (html/script)
- · No Java Script
- · No Irrelevant Contents
- · No Excessive Meta keywords
- · No hidden text on pages
- · No cloaking

Conclusion

In order to optimize the website well on the search engines, especially look into the quality of website contents and effectiveness of your promotional tactics. Buy doing in house SEO will give you the complete control on all the elements and of course money saving. Moreover to improve and enhance the ranking one need to have deep analysis by measuring the success of ranking metrics. However leaning and practicing SEO In-House SEO has advantages as well as disadvantages over outsourcing but this decision may vary from company to company depending upon key factors and ultimate business objective.

About the Author

Muhammad Ali Nasir has been working as a Search Engine Marketing Analyst in TheOnlineTicketShop LTD http://www.theonlineticketshop.com located in London, UK since 2006. He has also been working as a software engineer in the same company for a year.

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