SEARCH ENGINE OPTIMISATION (SEO)

Before businesses have to start paying to promote their company online it is advisable for them to improve their search engine ranking first as this may increase the potential audience without costing any money!

So how can a business actually improve their search engine ranking?

- Maintain a Google+ account, as Google is currently the most popular search engine
- Use keywords within the META tags of the website (you can view the source of the website to see the the META tags)

```html
<head>
<meta charset="UTF-8">
<meta name="description" content=" Enjoy Computing ">
<meta name="keywords" content="BTEC, IT, Resources">
<meta name="author" content="Enjoy Computing">
</head>
```

- Update webpages regularly so the search engine knows it is likely to be useful for visitors
- Ensure titles and URLs describe the website effectively
- Check spelling, punctuation and grammar or the search engine might discount your site as irrelevant
- Get people to create 'inbound links' to your website so the search engine can see others are finding it useful
- Ensure your website works well on all digital devices else the search engine will put you lower down the listings

Task

- Imagine you work for a digital marketing company and you have been asked to visit two companies to assess how well their search engine ranking is
- Work through the SEO tasks, stating and/or describing your findings
- Once the table is complete, write a mini-report for each company outlining how you found their online presence and what recommendations you would make (if any)

SEO Task	Local, small company	Large, national company
Name of company		
Website URL and title *URL is the web address* *Title is the name of the website (usually the company name)*	http://	http://
Keywords in META tags *What did they use?* *If you can't find any look for keywords on the page*		
Spelling, punctuation and grammar *On the website*		
Inbound links *Can you find links from other websites to this one?*		
Mobile-friendly? *Find a mobile browser emulator*		