

One Stop Search Engine Optimisation Tip

There are two types of SEO, onsite and offsite. Onsite involves optimizing your website to make it search engine friendly. By changing your local site and adding special SEO components you can attract better results, and sometimes great results from search engines like Google.

You can get great results with just onsite optimisation on its own but the results tend to be unstable and not effective continuing. To get top results you will need to do a lot off offsite optimisation as well.

Top onsite SEO tip: change the page title

Believe it or not the changing the page title is one of the most powerful onsite optimization techniques you can do. The page title is what appears at the top of a web browser on the left hand side. Visitors to your web site will not usually take much notice of your page title because it is not shown on your page. However, search engines take a lot of notice of the page title.

If you do not know what the page title looks like in the HTML just open up any page in web browser and look at the page source (right click the page and select view source).

You will find the page title within the `<title>` tags usually within the first few lines of the HTML code. This is an example of an HTML title tag : `<title>This is my page title</title>`.

Search engines take a lot of notice of the page title because it is like the title of a book, it tells you what the book is about. If the title is clear and succinct it tells search engines exactly what the page is about then you can rank high for some of your chosen keywords.

The magic is to make the page title 100% of your keyword or as close to that as manageable. The more extra words, other than your keyword(s), that you have, will dilute the strength. Focus is everything in the world of SEO.

For example, avoid doing this: `<title>Earth Worms in the Middle East</title>`; when your keyword is earth worms. Instead simply use: `<title>Earth Worms</title>`.

If you have multiple keywords only use two or three uttermost or again the focus is reduced. If you are using multiple keywords then do it like this: `<title>Earth worms | Middle East</title>`; - never use filler words like 'in' and 'the'.

About the Author

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