

Search Engine Optimisation (SEO) Summary of Key Word & Phrase Analyses

This document accompanies Stop Design's Excel Workbook entitled:

‘ [StopDesigns_SEO_v3.xls](#) ’

[This can be downloaded for free from www.stopdesigns.co.uk/seo_1.htm]

This workbook contains the following spreadsheets:

- **Keyword Tools Guidance:** Guidance notes and links for completing the 'Keyword Analysis' spreadsheet,
- **KEYWORD ANALYSIS:** Spreadsheet for determining the most relevant keywords and phrases for deployment in your website,
- **Stop Words** - ie: A list of words that are ignored by most search engines
- **Competitors:** Prepare a list of your competitors
- **SWOT - You:** Use this to analyse your business Strengths, Weaknesses, Opportunities and Threats
- **SWOT - Them:** Use this to list and analyse the Strengths, Weaknesses, Opportunities and Threats of your Competitors
- **Back Linking:** Use this to list and log your 'back links'plus an initial resource of 'back links' / 'In-Links'.
- **Directory Submissions:** Use this to list and log your directory submissionsplus an initial resource of Directories
- **Search Engine List** - Common Types
- **EG: Meta and Title Descriptions:** Use this to build a list of META data etc collected from competitor websites
- **SEO Check list**
- **SEO Monitoring**
- **Notes:** Your notes for recording your tips and tricks for SEO, useful website resources, online SEO tools etc

Legal Disclaimer

Stop Designs makes no representation or warranty with respect to the accuracy, or completeness of the contents of other web site(s) that are referred to in this document and specifically disclaim any implied warranties given or fitness of the data/information for any particular use. All links to other websites are provided for information only. Stop Designs is not responsible or liable, directly or indirectly, for ANY form of damages whatsoever resulting from the use (or misuse) of information contained in or implied by the information on any links and other information that are referred to in this document.

“Search Engine Optimisation (SEO) is aimed at delivering quality leads to your website & business from people who have never heard of you before.”

Statistics

It's been estimated that:

- 83% of searchers never look beyond page 2 of a Google search.
- 65% never click on paid (sponsored) links.
- 15% of all sales in the UK are currently performed on-line (2008). This is expected to increase to > 38% by 2020
- The Number One position in Google is perceived by many to represent quality, reliability, a sure bet.
- Google currently represents 42.7% of the searches conducted. Yahoo = 28% and MSN = 13.2%

SEO should be achieved by '**natural (organic) means**', - ie: relying on natural rather than sponsored listings.

Google and 'PageRank'

- Google was devised by Larry Page and Sergey Brin (2 x PhD Students at Stanford University, USA)
- PageRanking is named after Larry Page.
(see: Load the Google Toolbar <http://toolbar.google.com> and select 'PageRank')
- The underlying concept for Google developed from a research project called 'BackRub'
- Google has a vast number of servers and data centres throughout the World.

Most important elements of SEO

1. Key word/phrase analysis and deployment. The content needs to be relevant.
2. In-bound links (ie: 'Back Links' / In Links')

[See www.stopdesigns.co.uk for a more comprehensive list]

Flow Diagram of Keyword and SEO analysis (Page 3)

This diagram needs to be read in conjunction with the accompanying Excel Workbook (**StopDesigns_SEO_v3.xls**) that can be downloaded for free from:

www.stopdesigns.co.uk/seo_1.htm.

Flow Diagram - Key Word & Key Phrase Analyses for SEO

