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VISUAL COMMUNICATION

Design Web Print Copy

Website report for www.dentalds.co.uk
24.11.09

Our Recommendations

1. Produce Keyword report: We use software to discover the keywords related to your website that people are searching for. The report will detail the number of searches per day and the number of competing websites. We would initially focus for terms which are searched for regularly but with not many competing websites, this will bring the quickest results.

2. HTML page titles and descriptions: These are key when trying to attract traffic from search engines. If you are using internet explorer it is the wording in the top blue bar.

Using your Cosmetic Dentistry page as an example, we would recommend something like this:

Cosmetic Dentistry Bolton | Cosmetic Dentists Bolton | Lancashire | Manchester | UK

This would be dependent on the keyword research (See point 1). We would choose general terms for the home page and more specific terms for the inner pages. This means that all your site is 'optimised'. This will give you improved search engine results and increase traffic to your other pages. It will also mean that the person searching for a particular service is taken directly to the relevant page and not just directed to the home page.

3. Content and Text. We would add relevant keywords from your keyword report, descriptions, headings, page titles, to all the main pages.

Your home page is the most visited page of your website and should be treated as the gateway to your site and point all visitors in the right direction. In fact all your pages should be treated as an entry page as your visitor may well enter at this part of the site and should be made aware of all your services instantly.

We would recommend editing content to all your main pages and adding text links (within the content) to the relevant sections, this would be based on the keyword report..

4. Heading 1s: Your Heading 1s (The headings at the top of your text) need to reflect your HTML page titles This would also be done for your for the inner pages to further improve your search engine results.

5. Contact Details: We also recommend a request call back or contact us button on every page within the text so your visitors don't have to search out the contact page.

6. Product Pages: Most visitors want to see a typical cost for a product or service. Remember many of your website visitors may be looking at your website outside office hours. We would recommend adding a typical cost to each product to increase enquiries.

7. Article Writing: We would write newsworthy articles about your services. These would be released to national, local and trade media. They would also be released via web portals to further increase incoming links and increase relevant traffic. We use a professional copywriter for these press releases.

Cont..



8. Directory Submission: To major link directories and other search engines to increase incoming links and increase website traffic. Using our top 150 preferred list. Many companies offer this service and promise to submit your website to 1000s of directories, which is fairly pointless. Our directory list is updated every month and we only submit to websites which have listed our sites, provided traffic or backlinks in the past.

9. Links: We would look for quality related websites and ask for a link exchange. Also your links to your site should contain 'anchor text'. So for example if you are targeting the search term "Dentists Bolton" this should be the phrase used with a direct link to your home page or page which is most relevant to that phrase. Ask your suppliers/customers for a link to your website. We would recommend adding a links page to then have the facility to swap links.

10. Google Profile: Create a Google profile and map for further exposure.

11. Facebook Page: Promote via Vizcom's Facebook page. Recommend your own contacts to become a 'fan'. Many of your friends and family (and their friends) won't know what you do. It is another platform to promote your site and now becoming increasingly popular for business.

12. Breadcrumbs: We would recommend a breadcrumbs style menu for your site so visitors can tack back to where they were on the site. This also helps with internal linking favoured by Google.

13. Alt Text: A minor point but some of your images don't have Alt. text added. This is to help people with sight impairment who use site readers to describe your image. It isn't a major factor search engine wise but should be done as best practice.

Other things to consider:

Twitter - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Micro-Blogging-and-Twitter/90/91/>

Blogs - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Blogs/90/84/>

Linked In - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Linked-In/90/90/>

Forums - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Industry-Forums/90/94/>

More Marketing Tips here:

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/90/>