

## August 2012

Published 30 August 2012

When TCRM creates a website there is usually a specific purpose for the site- It can be used to promote a business or organisation, or to provide online resources for customers or members. But more often than not its primary purpose is to find new customers or new members. This is where SEO comes in. The term SEO stands for Search Engine Optimisation and is the term used to configure your website to rank highly in Google and other search engines for a specified search term. Those who think SEO is not very relevant to their business are mistaken, and at this point I want to shout **WRONG, WRONG, WRONG!** It is possibly the most important aspect of your online presence and needs some careful thought because of this fact. I have mentioned before about the "Nuclear Physicist Caerau" search term and how it demonstrates the ease of getting a number one ranking for a **poor** search term. (A poor search term is one that no-one would use). You must do some research and find out what three or four keyword phrases your potential customer is searching for (we do not know your business so it has to be up to you). Ask friends and family and existing customers what they would put into Google to try and find the goods and services you offer. You may be surprised by the results! So the lesson here is to make sure you know your target and that we are optimising your site for that valid target- one that your customers are going to look for. We can help to compare the value of different search terms, such as chiropractic or chiropractor, however we need the search terms to start with. This is where your customers can help you succeed, by you talking to your customers and finding out what terms they would use to find you. Have a great month! Try a search for **SEO Bridgend** or 'Search Engine Optimisation Bridgend'. Who's the daddy as the youths say!! (Yes I am showing my age with phrases like that)

