Guide – Finding your website
Suggestions to help get your website found on the web

Just by creating a website doesn't mean it will automatically be found through an Internet Search Engine tool such as Google. There are thousands of websites to compete with. Here are some tips to help make your site search-engine friendly.

1. Add Keywords

Use relevant keywords throughout the site page text. Search Engine crawlers/indexers rely on keywords within text. Search Engine copywriters also strive for unique written content on the page, distinguishing it from similar pages competing for placement in the search results.

Consider the page's keyword density, the placement of the keywords, and the number of links to and from the page from other pages. Example keywords: *Berry Kindergarten, Berry Childcare, Berry Street, Brunswick, Melbourne, Link to Berry Kindergarten, Berry Kindergarten News, Berry Kindergarten Photos.*

2. Create clean, focused URLs (filenames) & tags

Have a clear website name, title and description such as *'www.berrykindergarten.com'.* When uploading files check the file name relates to the site such as *'berrykindergartenimage1.JPEG'.*

Text appearing in several key locations (such as the <title> and <meta> tags) may get special attention because search engines may compare information found there with other pages to determine relevance.

3. Add Alternative text

Web browsers understand text rather than images. The *alt text* is used to specify text for an image on a web page. This also assists the accessibility of your website.

4. Promote, promote, promote!

Make sure you let everyone know about your new website and get them to visit it. Traffic is what it's all about; Google won't index a website if there are no website hits (visits).

Use good old fashion word of mouth to promote your site. Look at Social Media to spread the word, Facebook, Twitter and blog posts.

Get as many links and references to your website added to other sites, this will add to the number of website hits you get and search engines such as Google will recognise it as a trusted site.

Submit your site to various NON paid directories such as the Yellow Pages Online. It takes time for your website to achieve prominence in search tools just as it takes time for your marketing to spread the word about your product or information.

5. Register with Google Webmaster Tools

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google
www.google.com/webmasters/tools/

6. Further Information on Search Engine Optimisation (SEO)

Search for a video on youtube about "What is SEO and how does it work?"
Search for "Google's 200 Ranking Signals for Ranking a Website"