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Keywords might attract visitors to your site, but if they don't find the content...



James Caan

them you need to do more work.

SEO is important, but get the site right first!

■ For the full article and news of James Caan's free app, go to standard.co.uk. His new book, *Start Your Business in 7 Days*, is out now

Dear James

I have recently launched a website to complement my business. How important is search optimisation for my website, and how do I go about improving it?

Jane

Search engine optimisation (SEO) is a very complex world and not many people truly understand what it is and how to harness its power in order to make your website stand

out. I have to admit the best approach is to find an expert.

Before thinking about SEO you need to get the user experience and

content on your site right. You need to think how you are going to convert visitors into clients rather than simply increase traffic. If you are in a niche market you may find you have a low number of visitors but a high conversion rate if you have good quality content.

You need to consider the purpose of the site and the audience you want to attract. Google's recommendation is to consider the content that the audience would find useful rather

than content written purely to capture key word searches.

A successful site won't necessarily have the homepage as the most visited page. Ideally a user should be directed to the content that answers their question and often this will be an internal content page.

Think carefully about what a successful SEO strategy look like. If a user lands on an internal page, spends some time on it and then leaves the website, does that fit your

objective? Your aim is to get them to the page that directly answers their question. But if you didn't "convert"