

HLS Holiday Manager Software Help sheet

Search Engine Optimisation

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Search Engine Optimisation

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engines "natural" or un-paid search results. In general, the higher the ranking on the search results page, and more frequently a site appears in the search results list, the more visitors it will receive from the search engines users.

How to Improve Your Search Engine Ranking?

Page Titles

One of the first things that search engines look for is the page title tags. You should include keywords specific to the page content whilst maintaining a natural language in the titles. Do not cram the page titles full of keywords as this will most probably do more harm than good as search engines tend to ignore such techniques.

Meta Descriptions

The Meta description is a good way to provide a concise, human-readable summary of each page's content. Search Engines will sometimes use the Meta description of a page in search results snippets (the text below the link on a search engine page). Content relevant Meta descriptions can help improve your website click through. Here are some guidelines for properly using the Meta description:

1. Make sure that every page on your site has a Meta description.
2. Differentiate the descriptions for different pages. Identical or similar descriptions on every page of a site aren't helpful for when individual pages appear in the web results.
3. Make sure your descriptions are truly descriptive. Because the Meta descriptions aren't displayed in the pages the user sees, it's easy to let this content slide. But high-quality descriptions can be displayed in Google's search results, and can go a long way to improving the quality and quantity of your search traffic.

Meta Keywords

A Meta keyword is a brief and concise list of the most important content on a specific page. Here are a few rules when entering your Keywords:

1. Keep your list of keywords or keyword phrases down to 10 - 15 unique words or phrases.
2. Separate the words or phrases using a comma.
3. Do not repeat words or phrases.
4. Put your most important word or phrases at the beginning of your list.

Long-Tail Keywords

Long tail keywords are a type of keyword phrase that has at least three, and some times as many as five words in the phrase. Long tail keywords are used when the website wants to refine search terms to the web page, consider the following two examples: "home remedies for garden weeds" or "how to get rid of ants". These are each considered long-tail keywords as compared to trying to rank for the much more competitive search terms "garden weeds" or "ants".

These can be entered in the same location on your site as the "Meta Keywords".

Write for Humans

Search Engines have gone through a change in how they rank sites in the last few years. They previously searched based on the amount of times a word was used within the body content of the site. They would detect these words as "keywords". However, individuals started to cram their sites full of these keywords just to get their rank up on the search engines; this left the content virtually unreadable in some cases.

Now, the search engine robots are much smarter. They look for natural body content. If it detects that somebody is putting keywords in too often to be natural, the robot is likely to ignore the content and leave it out of its search results.

The best thing to do is write in-depth, quality and content rich articles on your website that will entice people to read them whilst adding a few keywords in along the way.

Answer Your Customers Questions

If your customer has any questions about your business or services that you offer, they will probably type those questions into a search engine. Provide your customers with content on your site that offers credible answers to the questions that individuals might be asking.

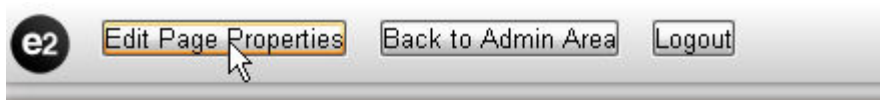
Additionally, you could tie this in with a 'Long-Tail Keyword' as per the example below:

1. Customer types on search engine: "Where is the nicest place to stay in Cornwall?"
2. Long-Tail Keyword on your site: "Newquay has the nicest beaches in Cornwall"
3. Site Content: "An in-depth review of beaches in the Cornwall area. "

How Do I Edit The SEO Settings On My Site?

- You can edit the Page Title from within your sites content management system available at www.yourdomain.com/admin .
- Once you are logged in, Click 'Edit the website content or administer page properties'

- You will be presented with an area at the top of the page where you are able to Click 'Edit Page Properties'



You will then be presented with the area in which you can enter your "Page Title", "Meta Description" and "Meta Keywords" for that specific page.

Browser details

Page title

Meta description

Meta keywords

Page properties

Menu title

Template

Friendly URL

Page location

Page order number

Once you have finished filling in all the information, Click 'Save'.