



// SEO

About Alloyfish SEO: What we can do for you
(Search Engine Optimisation)

Introduction to SEO |

Technique ||

Project process |||

Contact details ||||

Introduction & Philosophy

About SEO:

The rapid rise of the search engine has redefined the structure of the internet. The focus has shifted to the extent that being found on-line is often more about where you appear in search engine results than how many people know your domain name.

Search Engine Optimisation (SEO) is the utilisation of techniques to improve the search engine result position (SERP) you receive for search words which relate to your website. This can be achieved both by 'White Hat' and 'Black Hat' methods. Not unlike their magical equivalents, White Hat SEO refers to practices which, whilst being beneficial, are designed to avoid risking penalties from search engines. Black Hat SEO is that which breaks the guidelines set out by search engines and whilst it sometimes can give fast results it involves a much higher risk to your website of search engine penalties or even bans which will hurt your website significantly in the long term.

At Alloyfish we only provide White Hat SEO as we firmly believe that it is better for a company to develop a sustainable strategy than to risk future success for short term gains.

Search engine optimisation is inherently an ever-changing field and just because a website has a high ranking today, it certainly does not mean it will stay there tomorrow. In this respect it is impossible to guarantee getting a certain ranking position for certain words, and you should be wary of any company which does. To cement the reliability of our strategies, we carry out research and optimisation to a budget which scales to your means and requirements, using a wide range of techniques tailored to create more reliable and secure traffic for your particular needs.

SEO should be seen as an investment, something which builds up the visibility of your website over time to become a very cost-effective means of obtaining residual visitors. In this sense, it outperforms traditional paid advertising models which essentially cease to benefit your website once the campaign ends. However this longer-term view does mean that it is not usually a way to jump-start your website, and in many cases where a clear economic case can be developed it is an advantage to use SEO alongside pay-per-click and other advertising methods as just one of your site promotion tools.

◆ A selection of the many search engines, fortunately good SEO methods generally work across the board










Technique

Some of our techniques

One of the fundamental maxims of SEO is that 'content is king'; a phrase which describes the fact that without content on your website your website is unlikely to benefit from SEO efforts. Very few people will be searching just to find your phone number, most of your visitors will want to find you based upon what you do, what you know and information about your company. For this reason we may recommend the addition of new strategically commissioned articles to your website to boost your visibility for key search terms in your sector.

Other methods may include optimisations for Image Search, News Search or Local Search, all of which give you access to niche markets which may be less competitive than the global results for your term, winning you additional visitors.

For customers involved in selling products, we will advise upon and help with the creation of product feeds, specially formatted files which can be read by shopping comparison and product search websites. This can be a great way of bringing your products to a wider market, particularly if they are unique or if you have an advantage over your competition.

Offsite SEO

Not all of our SEO efforts take place on your website itself. Work to help your rankings also involves other external websites and services, especially as links towards your website from respected and relevant other websites has become one of the most important factors in SEO.

Natural and safe ways to promote this kind of one-way quality link growth are based in general upon providing a good reason for other websites to link to yours. This means providing content of interest not only to your consumers but to others in your sector, possibly including online tools such as calculators or wizards, in-depth information on your topic or even a personal or humorous take on the topic.

We can also help you to promote your website through placing content on other sites, expert opinions or reviews of a topic which are attributed to your site can build both your position as a specialist company in the sector and your rankings through search engines.

- ◆ MedicalEngineering.co.uk now enjoying its second year at #1 for 'Medical Engineering' searches
The site will soon be re-designed as part of a broader web-strategy, so watch this space



Project process

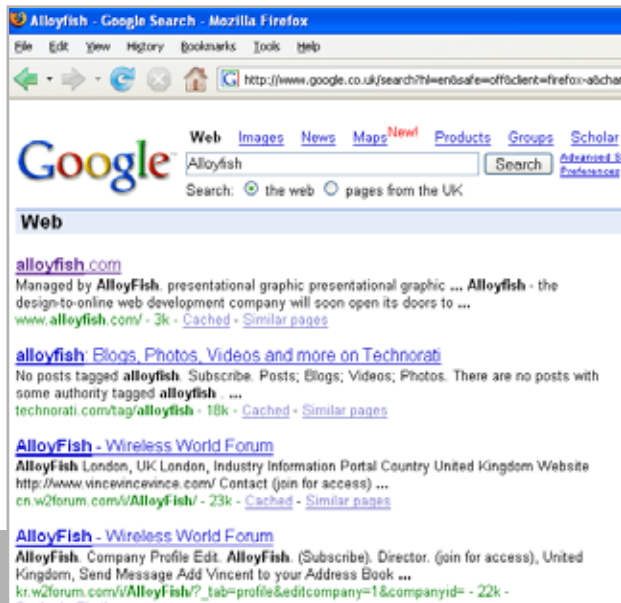
Consultation and Project Process

Alloyfish SEO projects are designed around solid research and data relating to your specific website, we start with a SEO research project which includes a detailed consultation and an analysis of both the characteristics of your market sector and the strategies employed by your competitors. Through this fixed price analysis we are able to deliver you a detailed report which provides the foundation of future SEO work as well as outlining our strategic proposal for obtaining sustainable and targeted customers through SEO.

This analysis includes competitive analysis for key words, current website SEO analysis, suitable budget and SEO strategy proposal. This research is essential in order to make further work, and spend, as effective as possible.

From this SEO analysis, you may decide which course of action best fits your budget and timescale and then initiate their implementation.

We look forward to being able to put you in touch with this very economical source of traffic and in doing so securing the future of your business website.



◆ Google search results



Alloyfish is a cutting edge branding and web management company.

Based in London UK, they offer total online business solutions at an affordable price. We are accessible, ambitious and listen to our clients.

For more information on business services Alloyfish provide please go to www.Alloyfish.com.

For enquiries please don't hesitate to contact us:

E-mail: enquiries@alloyfish.com

Tel: +44 (0) 208 123 8350

Or go to our website to initiate getting an SEO quote.