

SEO tips

We've designed our website with a strong focus on SEO, to help your business, group or listing rank higher and attract more visitors.

Here are 5 top tips to make the most of this functionality:

1. Original content

Use original content in your Description and Website Page Content. The more time copy appears online, the less priority Google gives it.

2. Keywords

Think about the keywords and phrases which will help you get found. Make sure that you include them within your Description and Website Page Content.

3. Provide lots of information

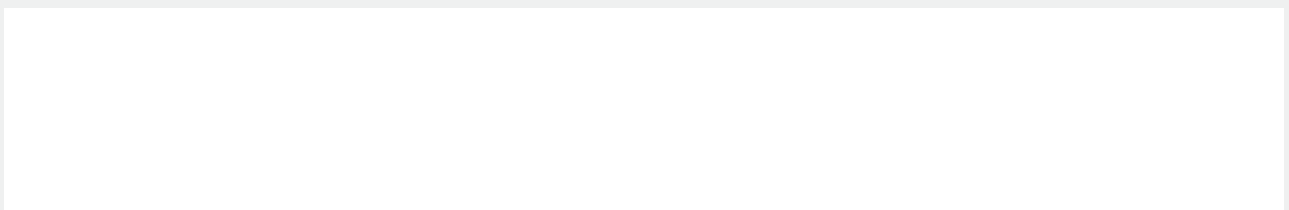
Provide plenty of information within the Website Page Content and Listing Descriptions, including details of your location and offering. The more info you provide, the better informed your target audience will be, and the more likely you are to grab their interest.

4. Description box

When creating a Business or Community listing, each page will have a description box, as shown below. This description will be shown in the search engine results and should be a maximum of 160 characters. This should be a brief summary of your page, written as a sentence, which includes details such as where you are located and an explanation of what it says on that page.

Description

A brief summary of your page to display in search engines.



5. Keep it fresh

Make sure the content on your site or listing is both current and relevant. Even if the copy isn't outdated, it pays to make changes on a regular basis as this will assure search engines that the information on your page is accurate and that you are proactive in the management of your business or group.