

Getting the best from your website

We've carefully designed, built and published your website to the masses, so what's next? This document contains suggestions on how to look after your website and use it to its full potential.

Submit your website to the search engines

This is not always necessary for a replacement website (though it doesn't hurt) but is essential for a brand new website. Submit your website to Google and Bing/Yahoo through their webmaster accounts.

More information about: [submitting a websites to search engines](#).

Keep your website fresh

Use Google Analytics to monitor the usage of your website. Traffic is driven by content, publicity, advertising and good quality link-backs. Like any type of marketing you need to keep it fresh.

You should regularly update your website with new content. Both users and search engines love to see updates to websites, particularly to keep them current. Have you ever left a website because they are still showing the Christmas promotion in March or if they haven't added a news story since 2009?

Add functionality if there is a good reason to do so. You can also use this as an excuse to contact your mailing list e.g. *Check out our new online support service and let us know what you think. If you purchase our new product, we'll give you free access for 3 months.*

More information about: [keeping your website current](#).

Keywords

As you change content on your website make sure that your keywords (phrases) continue to be used effectively. This is particularly important on your key pages.

Review your keywords by checking your website statistics using Google Analytics - what are people searching on to find your website? Check out your competition - what keywords are they targeting? Are they higher up in the search engine rankings than you?

More information about: [defining keywords](#) and [using keywords](#).

Also make sure that you update your metatags along with your content. Page titles and descriptions are displayed in search engine results. They should be unique, contain keywords, accurately summarise the page and persuade people to click to visit your website.

Linking Back

Get high-quality websites to link back to your website. Examples are newspaper websites, big organisations or industry bodies. Clearly these organisations will not link back to you without a good reason - so give them one. Write some original, useful content or bring your amazing products to their attention.

Getting good quality link-backs is difficult, especially if you are not a billion dollar brand. Try to write interesting content that people will want to share with others.

Also it doesn't hurt to have large numbers of people linking to your website from social media websites. Consider producing a video for YouTube, but this must be professionally created. Videos can create traffic to your website and raise your search engine rankings. They can also be useful for prospects & customers to answer frequently asked questions.

More information about: [linking back](#).

Promote your website

Consider paid marketing such as Google Ad Words or other types of advertising. If the budget exists, this can be an excellent way of increasing the visitors to your website.

More information about: [online marketing](#).

And finally: [some more useful links](#).