

How do I get my website ranked on Google?
How do I get more internet users to visit my website?

Register your Website with at least 20 Online Directories (make sure to add your web address when registering)

www.thomsonlocal.com	www.bing.com	www.hotfrog.co.uk
www.yell.com	www.gumtree.com/scottish-borders	
www.yahoo.com	www.fashionlisings.org	
www.aol.com	www.scotlanddirectory.co.uk	
www.ask.com	www.bt.com	

Associate Links

Contact other businesses or organisations that you partner with and ask them to put a link on their website that points to your website. You would usually offer to put a link on your site to point to theirs in return. Is there a Scottish Knitwear Association, or an Association of British Knitwear, that you can get to put a link on their site?

Meta Tags

Good labeling within your website. Their needs to be clear and descriptive text, within the background code, and in the front visual part of the site to inform the user what section they are in. Google used to employ people to check the legitimacy of every website, now they have a Googlebot that checks and verifies websites and also grades websites on their clear information. The Googlebot checks the background code and the text on display.

Register with the Open Directory Project

The ODP is a not for profit organisation and was one of the first online directories. It is almost as big as Google in terms of listings, but you have to make sure to submit the correct description and put it in the right category, because it usually takes several months to be registered. Google takes into account if a site is registered with the ODP.

Paid Listings

Some search engines offer a free listing and also offer a paid listing which might offer a better result. Yahoo, BT and Yell all offer a basic free listing and then a supposedly better listing for a set price. This might not make much difference. You are better having a very lot of listings on many free sites than a few paid listings. 'Google Adwords' is also basically a paid advert. The small adverts that you see along the right hand column of Google, when you do a search are 'paid for' adverts. A company pays Google a small fee every time someone clicks on their ad. This is also known as 'pay-per-click' advertising. You can set a limit on how much you are willing to pay. Some companies put a lot into this, some don't use it at all.

Blogs (Web Logs) and Social Networks

Facebook and LinkedIn allow for company profiles and links to be added. Many companies now see social networks as another route to a new audience or customer. Blogs are also very useful and free to set-up and run. Many companies now use a blog to release information about new products. Goggle picks up links on blogs much quicker than normal websites, because their content consists of mostly text.

Traditional Marketing and PR

A lot of companies will put their web address on all printed marketing materials, from leaflets, letterheads to signage. Also, sometimes a bit of PR can work wonders for a company. Perhaps you can use your contacts to get an article in a fashion magazine or newspaper? And good old 'word of mouth' is still very powerful.

