



Bright hints, tips and ideas

Search Engine Optimisation – what is it and how it can work for you

Here is a short guide to what SEO is and how it can work for you.

Search Engine Optimisation (SEO) is about helping your website to work for you.

Many companies have had a website designed and built but then realise it isn't really working for them as hard as it should. Without SEO, potential new customers won't find your website.

Doing SEO properly means making sure your website can not only be read by Google, but that Google knows what your website is about and which keywords you want it to rank for on Google's pages.

The basics of SEO are simple: make sure the keywords you want are inserted in the right places on your website and many web design companies offer this service. However, this is simple and if every website did that for the same keywords, how would Google know which to place higher on its pages? SEO is actually an intricate business involving both on page and off page factors. Mistakes are easy to make so it is important to employ experts in the field.

Bright Marketing Solutions offers SEO services suitable for the smallest of businesses. We will help you to choose the right keywords to gain quality traffic at an affordable price and give realistic timescales for ranking. We offer a straightforward SEO service with a simple monthly payment.

Contact us now for more information.

Also take advantage of a free mini business healthcheck* and save 10% *off your first booking with us. Simply quote 'welcome' *Terms and conditions apply, see website for full details

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