
Get your website seen by your supporters

The majority of people use search engines such as Google, Yahoo and Bing to search for information of interest to them. If your website is not visible to the search engine, there is a strong chance that your website will be overlooked and you will miss out on important visitors such as donors, volunteers and other important stakeholders.

Search engine optimisation or SEO is the process of improving your websites visibility naturally ensuring you appear on the first page of the Search Engine Results Page (SERP)

90% of users do not read beyond the first page

9 basic tips to increase your website visibility

1. When thinking about who you want to visit your site – donors, volunteers, supporters, think about the **keywords** and **phrases** they would input into Google or Yahoo to find you. Then include these keywords and phrases on your home page (about 3-5% of the total words). Search engine crawlers will trawl through html code indexing these keywords, retrieving data ranked in order of relevance. The greater the density and relevancy of keywords you use, the further up the page rank your website will appear
2. Increase the number of inbound and outbound **links** from other websites to your sites. This can include associate sites and also social media sites, each link acting as a vote of confidence to the search engine. The greater number of **quality** links will result in a higher rank on the SERP's page.
3. Content is king so make sure your content is well written, unique, fresh and focuses on your keywords. Search engines love to index new words which is why having a daily blog or twitter feed on your home page works well
4. Make sure your website is well designed and easy to navigate with clear linking instructions

will not travel through it and important keywords will not be indexed

6. Try and include keywords in the Title tag. The Title Tag is the line of text that is normally displayed on the top of the browser window and it is this that search engine crawlers first use as a point of determining the page topic
7. Make sure each page of your website is structured well and include keywords in Headers
8. Programme your site so it is easy for the crawlers to index, try to avoid graphics and Flash as crawlers cannot interpret them
9. Where you have links to other pages or website, be as descriptive as possible. Simply adding '[click here](#)' for further information about donating, means nothing to the crawler. Please help by [donating via our Localgiving.com page](#) (add the link)

To find out how you can improve your website visibility as part of your online marketing strategy please contact **Carol Strachan** – Donor Marketing Officer Slough CVS on 01753 524176.