

3 Quick Tips you may not know about that can help your site be more noticed by search engines

The importance of having an "S"

If you have ever looked at the little URL box in a website address, you have seen that before the address is either, http:// or https:// (see picture below). You probably have never thought about it, but there is a big difference. The "S" means that the site has what is called an SSL certificate that allows for what is called end-to-end encryption. What that means is the information between the website and the person using the site is protected or encrypted. In the recent past only confidential or e-commerce sites required end-to-end encryption to protect personal or credit card information. However, with the vast increase in websites and the complexity of search engines, the search tools are using more sophisticated ways to identify quality sites. One of those criteria is the presences of an SSL certificate. While there are different levels or quality of certificates even basic certificates, can help to make your site rank higher in search engines.



For more information:

<http://searchengineland.com/google-starts-giving-ranking-boost-secure-httpsssl-sites-199446>

<https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>

Judging pictures by what is not on the cover

First, one of the reasons we added photography to our list of services is that we are increasingly becoming a visual world. Pictures and videos will do more for your site than endless pages of content and you can tell your story through pictures almost as much as words. Stock photography can work if you have no choice, but every business and organization should have its own library of images and these images need to be on your website.

However, that is not the final step. When images are used they should use what are called, 'tags'. There is the file name tag and an ALT or description tag. The file name should describe the product or who the person is in the picture. Then an ALT tag should be added that describes the image clearly including possibly the person's title, the name of the service being shown, the product name, SKU and or size. This allows search engines to know immediately if the image is relevant and to associate it with the text. The other critical issue is quality, size, and consistency.

Make sure your photos are well exposed, in focus, and well composed. They should be sized to the exact usage size on the site (HxW @ 72 DPI). For sets of photos like portraits or products make sure they are consistent in composition and subject placement on every page.

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It matters less who you have links to than who links to you

Search engines register who and how many people link to and from your site. The two factors that will help you the most are sites that link and are: 1. Similar or relevant to your site. If you have similar copy/text to another site that links to you this will help you more than a site that links to you that has nothing to do with what your site is about. 2. How much traffic does the other site get? The higher their traffic count the more their link matters. This is hard work and requires research and time. For most companies, it involves getting your site listed on the various indexes and industry sites. One suggestion is magazines or associations that have a website. Offer, for free, to do an article for them provided they link back to your site. It would help for you to have a page that they are linking to that covers the same subject matter as the article.

One other thing you can do that can really help your website

The one last thing you can do to help your website is... call us! While we recognize there are many vendors and methods for creating websites, if you spent the time and money and no one ever finds your website then your time and money was wasted. Even in our current world of social media, the hub of all of your online activity will always be your website. Not only can we help you with the front end of your website including graphic design, content, and media, but we care about the backend of your website that helps your site be found and to protect you from your site being hacked. Call us today if you are in the market for a new and better website. We have been helping clients with their websites for 15 years!