Website Development Notes

Website SEO Expert: KH
GoogleSorted.com: JCF
Meeting: One

1. Wordpress

   Google's preferred platform, which has responsive technology (visible across all devices) and stats.
   Today 60% or websites are viewed via mobile/tablet devices

2. Themeforest.net

   Via Wordpress.org, responsive site costing $40-50 has more flexibility than YNH template/platform and has SEO plugins etc.
   Themeforest is tested by and independent board, is updated regularly, has support for developers etc.

3. QuickQuote on SurveyQuotes

   Currently all links to 1stAssociated which is NOT good – better to create a contact form on SurveyQuotes website via a plugin. Used to be that sites linking to your site would help your ranking but now has a negative impact with the 1stAssociated website and low ranking for the new websites. Mini satellite websites linking to 1stAssociated means 1stAssociated ranks well but the other die a death in Google rankings.
   Having a Call to Action on every page is good

4. Latest news area – helps to boost rankings.

5. Pages and Headers

   SurveyQuotes old website for London has
   http://www.surveyquotes.co.uk/regions/hampstead.php
   New site needs a London page (Header One / H1) page with child pages (Header Two / H2) for the areas such as Hampstead, Knightsbridge etc
   400 words minimum per page i.e. H1 200 words, H2 200 words.
   Keywords in headers.

6. Google likes natural websites

   Websites which are not over optimized.
   Relevant website text relevant to the website pages.
   Text to link to other pages on your website

7. Images

   File names relevant to website.

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8. Google Webmaster tools

   Great tools to view trends across different areas, most searched for volumes, keywords etc.
   Keywords to be used in Header 1 e.g. Building Surveyors in Croydon and e.g. Header 2 structural surveyors, building surveys

   For example Google sees some text as exactly the same thing eg consultant/specialist expert/agency.

9. SEO – Yoast's WordPress SEO plug in

   Far more control
   Runs a traffic light system
   H1/H2 tells you how your keywords are doing and gives hints and tips
   Far more user friendly

10. Keywords

    Do not over stuff – used to have websites loaded with lots of keywords this does not work anymore.

11. Video

    Relevant to website i.e. Surveyor website should have video about structural surveys not about pets/baking etc – too out of the box.
    Video to be on Youtube account, 100 word text to each video, link to website.
    Embed video into websites – this will not slow down on the server.

    Next discussion scheduled to follow up the building of SurveyQuotes with themeforest, main page and London region H1 and H2 on safenames.