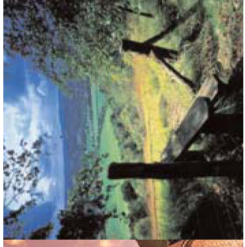
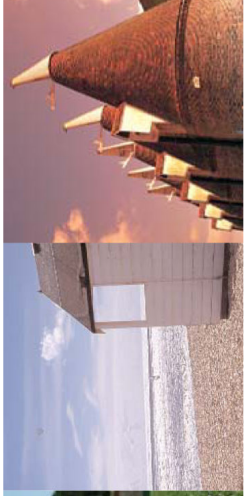


Maximising the benefit of your website

Sebastian Harterink
Web Developer
Tourism South East
02380 625 470

**TOURISM
SOUTH EAST**

www.visitoutheastengland.com



On-page vs. off-page optimisation

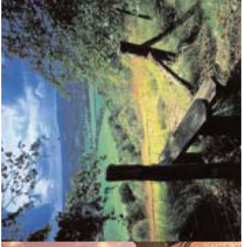
What's the difference?

On-page optimisation

- Relates to the content and structure of your pages
- Have you included sufficient relevant textual content?
- How are your pages internally linked?
- Have you made use of SEO friendly code?
- How are your URLs built up?

Off-page optimisation

- Relates to external factors influencing your pages' ranking
- How many and how well are my pages indexed?
- How many inbound links do my pages have?
- How much authority does my domain name have?



On-page optimisation

Relates to the content and structure of your pages

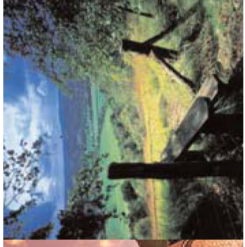
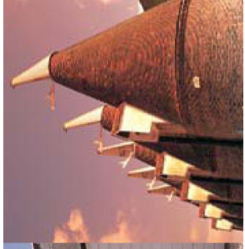
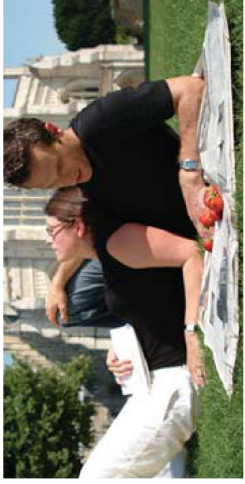
Have you included sufficient relevant content?

Good practice

- Content is king, content rich pages - don't confuse the user
- Limit to 1-2 targeted keywords per page
- Employ a logical content hierarchy starting with H1, H2, H3, p
- Make use of title="", alt="" tags for links and images

Bad practice

- Stuffing your pages with non-related keywords
- Designing your pages for the search engine and not for the user
- Abusing the content hierarchy structure (employing multiple H1 tags)



On-page optimisation

Relates to the content and structure of your pages

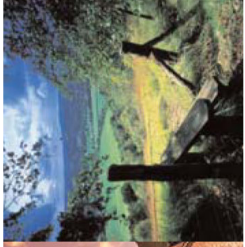
Have you made use of SEO friendly code?

Good practice

Employ tags introduced by search engines (nofollow, canonical)
Clean up your code and decrease your code vs. content ratio
Adhere to W3C standards, use a DOCTYPE

Bad practice


Messy programming code with redundant tags
Ignoring the “tools” search engines offer





Good Practice Example

Adhering to web standards

Home | Contact Us | Help | Text Only







Battle
Bexhill
Hastings
Pevensey
Rye & Camber
Countyside


Attractions
Events
Accommodation

Experiences

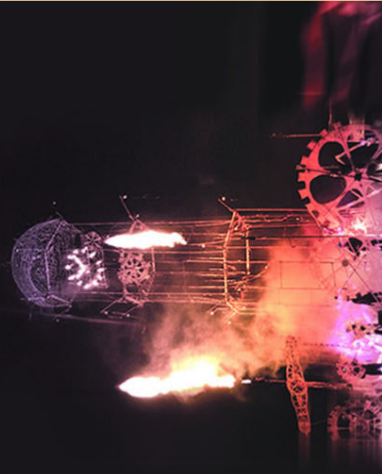
Your guide to the unforgettable experiences that can be had in this remarkable corner of the South Coast of England. Follow the links to one of the categories below to find out more.

- » Culture
- » History
- » The Sea
- » Walking
- » Relaxing
- » Family Fun
- » Festivals
- » Eating

Competition:





Win!
a two-night break for two people in Hastings & 1066 Country





A unique firework display tops off a local arts festival in spectacular style.

Sister Sites:











- Where to stay
- Offers & Breaks
- Come and explore
- What's on
- Food & Drink
- Maps & Travel

Book accommodation

Please enter the date of your visit and the number of nights you will stay

From:

Area:

For: Night(s)

[Go >](#)

Kent Magazine 09

Get your online copy of the new 2009 Summer Kent Magazine!

[Go >](#)

Who made your Visit to Kent extra special?

Have you met a friendly and helpful receptionist, waitress, taxi driver or bar staff? Or perhaps a local business or leisure employee for a private Tourism Award and you could win £50 in gift vouchers.

[Go >](#)

Sign up for e-newsletter

Be the first to hear about exciting events taking place in Kent and fantastic special offers and accommodation discounts.

[Go >](#)

Win £100 of vouchers!

Tell us what you think of the Visit Kent website and be entered into our prize draw to win £100 of High Street shopping vouchers

[Go >](#)

Win family firework tickets!

Win family tickets to the Leeds Castle Firework Spectacular!

[Go >](#)



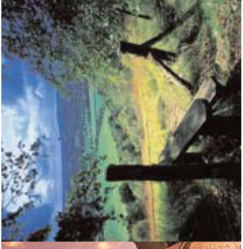
Click on the postcards for important dates

Welcome to Kent

Kent is steeped in history and heritage and is also rightly renowned throughout the world as the Garden of England. Our extensive coastline boasts an enviable array of blue flag award winning beaches and thrilling watersports activities.

It's easy to visit Kent in England's south east corner, just 35 minutes from central London. South-eastern rail links, buses, motorways and the train network mean you can take advantage of our **absolutely brilliant offers**. Once here, you can staycation friendly and visit much of Kent by train including the county's iconic landmarks such as Canterbury Cathedral, Leeds Castle and the White Cliffs of Dover.





On-page optimisation

Relates to the content and structure of your pages

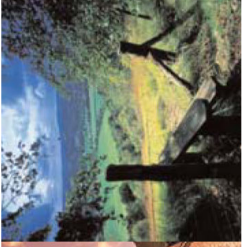
How are your URLs built up?

Good practice

- Include keywords in your url structure
- KISS, the shorter, the better
- Use static URLs (my-page.html) as opposed to dynamic URLs (.php?p=78)
- Use hyphens to resemble spaces

Bad practice

- Duplicate content one two or more different URLs (page.php and page.php?print=on)
- Including non-related keywords
- Structure too lengthy



Good Practice Example

Properly structured URLs



THE OFFICIAL GUIDE TO BOURNEMOUTH

<http://www.bournemouth.co.uk/site/eating-and-drinking/restaurants>

Tuesday, 20th October 2009

You are here: [Eating & Drinking](#) - Restaurants



Restaurants in Bournemouth

Bournemouth has a superb choice of restaurants, pubs, cafes and bistros with dishes that will tempt your group whatever their tastes.

Your group can enjoy tasting Chinese, French, Greek, Spanish, Italian, Mexican and Indian cuisine at many of our restaurants, cafes and bistros. Not forgetting British fare at our seafood and fish n' chip restaurants, family-friendly pubs and vegetarian restaurants to complete the eating out experience.

Compiled by Bournemouth Tourism, the "Eating Out" Guide contains restaurant

[Print Page](#) [Email this page](#) [Enewsletter](#) [Request Brochure](#) [Contact Us](#)

Site Search

Accommodation What's On Things to Do Eat

Search What's On

Type

Any -

Name

Area

Any -

Start Date

End Date

Any date in the future

Show Results On Map

A-Z Listing

Tuesday, 20th October 2009

Visit Winchester
Vibrant. Ancient. Cultured.

<http://www.visitwinchester.co.uk/site/things-to-do/art-and-culture>

You are here: [Home](#) > [Things to do](#) > [Art and culture](#)



Art and culture

Culture lovers will find plenty to occupy them in Winchester. The city has a wealth of accomplished artists, designers and craftspeople working and living in the area. Southampton University's renowned School of Art thrives in Winchester, as do a host of arts festivals and a range of popular live performance venues including the Theatre Royal. Modern art and striking architecture sit side-by-side with historic buildings, monuments and museums in the ancient capital of England.

For a taste of the many artists at work in the area, take a look at the recently revised Eye-openers download a copy here (1.181 KB) and take a self-guided tour of the city's visual arts and crafts.



Where to stay

Date of stay

How many nights?

Room / link 1 guest(s)

Add another room

Accommodation type

Stay in touch

Extra! Extra! Winchester News

Bring a group

Book a conference

Oxford 1 hour
London 1 hour
Winchester
Southampton 45
20 minutes

Find attractions

Type

Any

Area

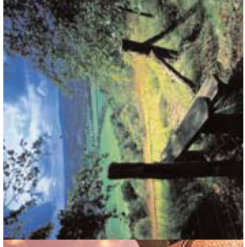
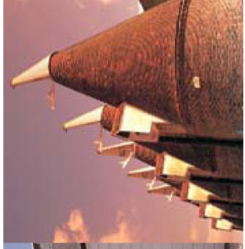
Keyword

Green accreditation

Or search by A-Z listing

TOURISM SOUTH EAST

www.visitoutheastengland.com



Off-page optimisation

Relates to external factors influencing your pages' ranking

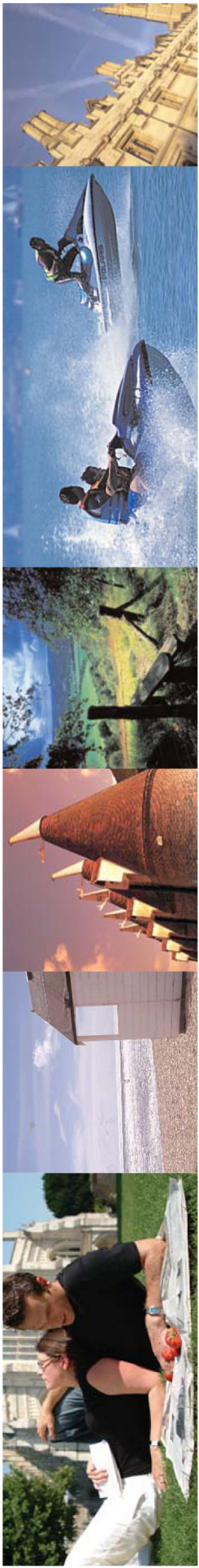
How many and how well are my pages indexed?

Good practice

- Employ a sitemap.xml file
- Make use of Webmaster Tools (Google) and Site Explorer (Yahoo!)
- Use site:<http://www.site.com/> (Google) to check your indexed pages
- Make non-indexed pages visible

Bad practice

- Missing meta descriptions or content-poor meta descriptions
- Use of noindex-norobots on relevant pages



Good Practice Example

Making use of *sitemap.xml*

Royal Tunbridge Wells

The official website for the Tunbridge Wells area
Tuesday, 20th October 2009

- home
- discover the town
- discover the area
- where to stay
- hotels
- bed & breakfast
- self catering
- ratings
- accessibility
- booking service
- special offers
- places to visit
- what's on
- shopping
- where to eat
- itineraries
- media centre
- press releases
- visitor information
- shop online

Print This Page Email This Page Request Brochure

Search Site: Search

SEARCH ACCOMMODATION

Type

-- Any --

Area

-- Any --

Grading

Room Type

Keyword

Search

OR SEARCH BY

A-Z Location Map

FURTHER INFORMATION

TUNBRIDGE WELLS AND THE SURROUNDING AREA

VISIT OUR ONLINE SHOP

THE HERITAGE WALKING TRAIL

WALKING THROUGH THE HEARTS OF TUNBRIDGE



Tunbridge Wells Bed and Breakfast & Guest House Accommodation

Bed & Breakfasts (B&Bs) and guest houses provide a very different holiday experience from big hotels. With a B&B in Tunbridge Wells you're assured service with the truly personal touch. Whoever greets you at the door is likely to serve breakfast with the next morning's paper, and with local knowledge, advice and assistance. B&Bs in Royal Tunbridge Wells and the surrounding area offer exceptional value for money and a taste of the real Tunbridge Wells.

View a full list of B&Bs in Tunbridge Wells and the surrounding area

Search for B&Bs and Guest Houses to meet your requirements

Simply enter your requirements into the 'Search Accommodation' box on the right to search for accommodation by location, star rating, room type or name.

If you have specific requirements, use the 'Advanced Search' option.

Click on the property name to see the full details of each accommodation establishment.

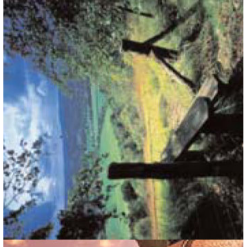
Accommodation displaying the 'Book Now' symbol can be checked for availability on specific dates and booked securely online via our sister website -

```

TW http://www.visittunbridgewells.com/sitemap.xml

<?xml version="1.0" encoding="UTF-8"?>
<xmlset xmlns="http://www.google.com/schemas/sitemap/0.84" xmlns:xsi="http://www.w3.org/2009-05-21T12:55:45+00:00"
<url><loc>http://www.visittunbridgewells.com/</loc><lastmod>2009-05-21T12:55:45+00:00</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/microsite/</loc><lastmod>2009-05-21T11:11:11</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/microsite/home</loc><lastmod>2009-05-21</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/site/</loc><lastmod>2009-05-21T11:55:45</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/site/accessibility-statement</loc><lastmod>2009-05-21</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/site/contact-us</loc><lastmod>2009-05-21</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/site/feedback-form</loc><lastmod>2009-05-21</lastmod></url>
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<url><loc>http://www.visittunbridgewells.com/site/discover-the-area</loc><lastmod>2009-05-21</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/site/discover-the-area/crambrook</loc><lastmod>2009-05-21</lastmod></url>
<url><loc>http://www.visittunbridgewells.com/site/discover-the-area/mealden-villages</loc><lastmod>2009-05-21</lastmod></url>

```



Off-page optimisation

Relates to external factors influencing your pages' ranking

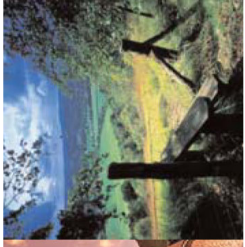
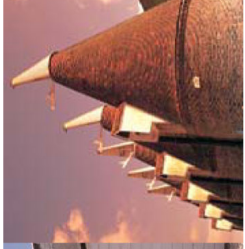
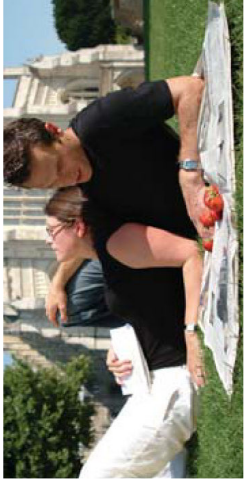
How many inbound links do my pages have?

Good practice

- Introduce a link building strategy plan
- Research your position in the market
- Use Yahoo! Site Explorer and other tools to monitor inbound links

Bad practice

- Missing meta descriptions or content-poor meta descriptions
- Use of noindex-norobots on relevant pages
- Not making use of relevant directories (DMOZ, BOTW)



Off-page optimisation

Relates to external factors influencing your pages' ranking

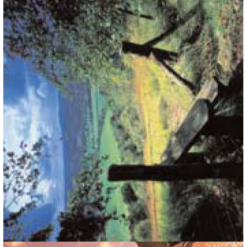
How much authority does my domain name have?

Good practice

- Register your domain for 5 years or more at a time
- Get inbound links from .gov.uk and .ac.uk sources
- Get inbound links from reputable news sources

Bad practice

- Ignore the vulnerability of your SERP



Good Practice Example

Long registration expiry date

visitBrighton
The official tourism guide to Brighton

Home Accommodation Things to Do Culture What's On Eating & Drinking
Restaurants Cafes Pubs & Bars Tourist Information Your Brighton

You are here: Eating & Drinking > Restaurants

Restaurants in Brighton

Looking for a restaurant in Brighton?

For great, knock your socks off restaurants, Brighton definitely takes the lead. From a relaxing evening of award winning cuisine to mouth watering veggie treats and seasonal organic produce, Brighton restaurants offer a foodie heaven for the most discerning diner.

The Best of Brighton restaurants

And with so many great restaurants, Brighton frequently wins culinary awards too, bagging Best Vegetarian Restaurant, Best Cheap Eats and Best Breakfast at the 2008 Observer Food Awards. With over 400 restaurants in Brighton and Hove, from budget to luxury, you'll certainly never be short of somewhere to eat.

Celebrity Brighton restaurants

Print Page | Email This Page

Feeling peckish? Try out a restaurant in Hove:

- > [The Grill](#)
- > [Riddle and Flinn](#)
- > [L'Epouse](#)
- > [Indian Summer](#)
- > [Graze](#)

Love veggie food? Try one of these:

- > [Terre a Terre](#)
- > [Food for Friends](#)

Sucker for sushi? Check out:

- > [Moshi Moshi](#)
- > [OK!-Nami](#)

Special Offers

Plan Your Trip

Search Eating & Drinking

Type: -- Any --

Area: -- Any --

Keyword: _____

Group Travel

Show Results on Map

Search

Or search by:

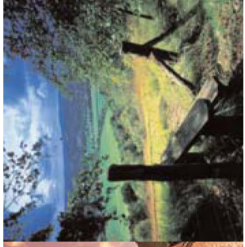
- A-Z Search
- Guided Search
- Search for accessible places to eat out

Itinerary Planner

```

Domain Name..... visitbrighton.com
Creation Date..... 2000-02-01
Registration Date.... 2006-12-15
Expiry Date..... 2012-02-01

```

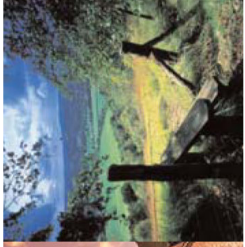


VisitBuckinghamshire.org

Which areas can be improved and how?

- Design (Usability, accessibility)
- Content (Structure and availability)
- SEO (Keywords, content, structure)

The screenshot shows the homepage of VisitBuckinghamshire.org. At the top, there is a navigation bar with 'Home', 'What's On', 'Where to Stay', 'What to See and Do', 'Where to Eat and Drink', 'Company's Guide to Bucks', 'Film & TV', 'Culture, History and Heritage', 'Family Fun', 'Travel Information', 'Major Outlets', 'Combeds', and 'Business & Industry Info'. Below this is a search bar with options for 'Accommodation', 'Type', 'Area', 'Price', 'Onwards', and 'Keyword'. The main content area features a 'Visit Buckinghamshire' section with a large image of a forest. To the right, there are 'Latest News' articles, including one about 'Fantastic Mr Fox' and another about 'Road Dairies best-selling book'. At the bottom, there are promotional banners for 'SPECIAL OFFERS IN BUCKS' and 'Rail Ale Trail'.

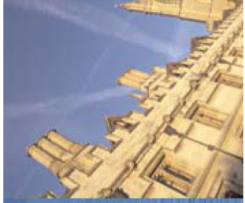
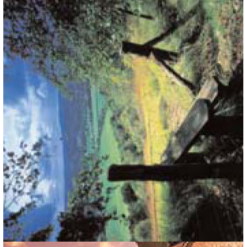
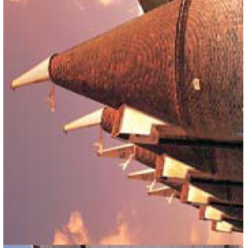


VisitBuckinghamshire.org

Looking at the design

- Not making effective use of monitor width
- Link colours not contrasting
- Static
- No text resize buttons
- Fill up your “white” space

The screenshot shows the VisitBuckinghamshire website interface. At the top, there is a navigation bar with links for Home, What's On, Where to Stay, Where to See and Do, Where to Eat and Drink, Company's Coming to Bucks, Film & TV, Culture, History and Heritage, Family Fun, Travel Information, Major Outlets, Contacts, and Business & Industry Info. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a main content area with a large image of a forest and a headline "Visit Buckinghamshire". To the right of the main content area, there is a "Latest News" section with a headline "Fantastic Mr Fox" and a sub-headline "Road Dairns best-selling book has been made into an animated film by 20th Century Fox, directed by Wes Anderson and voiced by George Clooney". Below the news section, there is a "Highlights This Month" section with a headline "Halloween Spectacular 2017/2018" and a sub-headline "Highlights Next Month". At the bottom of the page, there is a "Rail Ale Trail" section with a headline "SPECIAL OFFERS IN BUCKS".

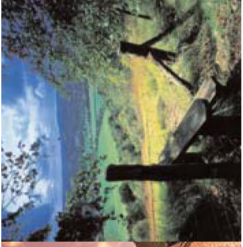


VisitBuckinghamshire.org

Looking at the content

- What are popular search terms?
- Structure your website based on search phrases

The screenshot shows the homepage of VisitBuckinghamshire.org. At the top, there is a navigation bar with 'Home', 'What's On', 'Where to Stay', 'What to See and Do', 'Where to Eat and Drink', 'Courses', 'Combinos', 'Buses', 'Film & TV', 'Travel Information', 'Culture, History and Heritage', 'Family Fun', 'Major Outlets', 'Combeds', and 'Business & Industry'. Below this is a main header with 'visit buckinghamshire' and a search bar. The main content area features a large image of a forest with the text 'Visit Buckinghamshire' and a sidebar with 'Search: Accommodation' and 'Search Now'. There are also sections for 'Latest News' and 'Highlights This Month'.

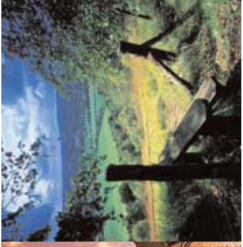


VisitBuckinghamshire.org

Looking at the SEO

- Look at keyword density
 - 1-2 keyword variations throughout your copy
- Meta tag optimisation
 - Keywords
 - Google SERPS
- In-bound links to individual pages
- Authoritative out-bound links

The screenshot shows the homepage of VisitBuckinghamshire.org. At the top, there is a navigation bar with 'Home', 'What's On', 'Where to Stay', 'What to See and Do', 'Where to Eat and Drink', 'Company's Coming to Bucks', 'Film & TV', 'Culture, History and Heritage', 'Family Fun', 'Travel Information', 'Major Outlets', 'Combeds', and 'Business & Industry Info'. A search bar is located in the top right corner. Below the navigation, there are several featured articles and news items, including 'Road Dairns best-selling book has been made into an animated film by 20th Century Fox', 'Road Dairns best-selling book has been made into an animated film by 20th Century Fox, directed by Wes Anderson and voiced by George Clooney', and 'The film will be released on the 25th November and to celebrate the Road Dairns Museum & Shop Centre is running a week of fantastically special offers'. There are also links for 'Special Offers in Bucks' and 'Rail Ale Trail'.



Useful links and resources

- This presentation <http://www.industry.visitsoutheastengland.com/site/public-library/seo-pres>
- Dive into accessibility <http://www.diveintoaccessibility.org/>
- Matt Cutts Blog <http://www.matcutts.com/blog>
- Google Webmaster Blog <http://googlewebmastercentral.blogspot.com/>
- Google Webmaster Tools <http://www.google.com/webmasters/tools/>
- Yahoo! Site Explorer <http://siteexplorer.search.yahoo.com/>
- Bing Webmaster Center <http://www.bing.com/webmaster/>
- Colourblind Web Page Filter <http://colorfilter.wickline.org/>
- SEO Moz Blog <http://www.seomoz.org/blog>
- Search Ranking Factors <http://www.seomoz.org/article/search-ranking-factors>
- World Wide Web Consortium <http://www.w3.org/>
- W3C Markup Validation Service <http://validator.w3.org/>
- W3C CSS Validation Service <http://jigsaw.w3.org/css-validator/>
- Google Webmaster Guidelines <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35769>