

Website promotion guidelines

Production of Copy

Web copy has different requirements to print. Simple duplication of print copy to the web is a wasted opportunity as it is unlikely to fulfill the user or search engine's needs. The copy should fulfill two main criteria – informing the visitor and guiding them into performing a particular action (in this case online hotel bookings, brochure requests and email newsletter signups), and providing useful data for search engines (so that the visitor finds the site in the first place).

In general terms, the copy should be produced using the following guidelines:

1. Write copy around keywords – each page should have a unique set of phrases (2 or 3 ideally)
2. Make your keywords first and most important in your headline and/or first sentence
3. Use meaningful text for your links – not 'click here'
4. Put important phrases in bold or italics
5. Include a call to action and cross-linking to other pages on the site

1. Write copy around keywords

The search engines need to read keyword-rich copy on your pages so they can understand how to classify your site. Incorporating specific keyword phrases into the copy will help the site to rank higher on those phrases and also to capture a targeted market.

Keyword research needs to be carried out to determine how people search and what phrases are popular.

Based on research carried out by New Mind, phrases associated with Liverpool are popular in searches. For example, 'what's on in Liverpool' receives significantly more searches a month than the phrase 'Liverpool Events'. So targeting this phrase in the content and headings should result in the site ranking better on this phrase, and hence an increase in events-related traffic.

2. Make your keywords first and most important in headline and/or first sentence

The first paragraph should tell the visitor what the page is about and contain the most important search phrase(s).

When you do a search on a phrase, it is usually the page header that appears in the title of the results and the sentence surrounding the search phrase in the description.

For example, if you do a search on 'Liverpool hotel' in Google, you will get the following listing:

[Liverpool Hotel Accommodation - Visit Liverpool](http://www.visitliverpool.com/displaypage.asp?page=2)
Liverpool Hotel Accommodation - Liverpool and Merseyside has a wide range of hotels and accommodation to suit all budgets – and finding the venue to.

The descriptive sentence displayed is the first sentence on the page that contains the phrase 'Liverpool hotel'.

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This sentence is your opportunity to convince searchers they've found the information they want as well as ensuring the page ranks well on this phrase.

3. Use meaningful text for your links – not 'click here'

Internal Links

Search engine robots are able to index the text on a page and click through hypertext links. They can't click a button, submit a form, pull down a menu, or perform any other type of online 'user interaction' that might be used by a human visitor. For this reason, adding navigational text links to your web pages provides the search engine robots with another means to access areas of your site. It also helps them to understand what the page they are going to is about, so it is especially helpful if the link text is a keyword phrase.

External Links

Other sites linking to yours is a critical component of a successful search engine optimization campaign, as all of the major search engines place a good deal of emphasis on your site's overall link popularity. Keyword phrases in or around links from external sites (e.g. Find out what's on in Liverpool at [Visitliverpool.com](http://www.visitliverpool.com)) can help search engine rankings. Also requesting that a key phrase is put in the anchor text by providing the link partner with the code eg

```
<a href= http://www.visitliverpool.com/displaypage.asp?page=3 title="What's on in Liverpool">VisitLiverpool</a>.
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This may help the site rank better on searches for 'what's on in Liverpool'.

4. Put important phrases in bold or italics

Putting the most important keyword phrases in bold or italics may influence its perceived importance by the search engines. Dividing the page into sections with important keyword phrases in sub-headings is one effective way of doing this.

5. Include a call to action and cross-linking

Each page should have a call to action in the text - a link to the online booking, a relevant event, brochure request, mailing list sign-up, or competition if appropriate. Cross-link to other relevant pages eg other attractions or events. As mentioned before, any internal linking from phrases in the text that relate to other areas of the site will also aid search engines.

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