1. Research
Have a think about what search terms or words you want your website to appear under in search engine results

2. Get suggestions
Email us and we’ll suggest some keywords for your Brand or Product

3. Implement your strategy
By making sure your selected keywords are present in meta tags on your page

4. Create a content plan
Search engines in particular Google love content, so make sure you upload new content regularly!

5. Call or email Life
We’ll help you define the right keywords for the best search engine optimisation results

**TOP 10 HEALTHCARE SEARCHES**

1. NHS
2. Health
3. Job
4. Eye
5. Heart
6. Boot
7. Doctor
8. Nursing
9. Stomach
10. Diabetes

**TOP 10 PPC TIPS**

1. Bid on your own name or product to protect your brand
2. Set a daily budget to manage spend
3. Write the copy relevant to your keywords and direct users through to the relevant pages
4. Test ad copy variations to see which one works better
5. Call or email Life and we’ll help you define the right keywords with our in-house tools

**TOP 5 SEO TIPS**

1. Make pages primarily for users, not for search engines. Don’t deceive your users or present different content to search engines than you display to users, which is commonly referred to as cloaking.
2. Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
3. Create a useful, information-rich site, and write pages that clearly and accurately describe your content. Make sure that your <title> elements and ALT attributes are descriptive and accurate.
4. Keep the links on a given page to a reasonable number (fewer than 100).

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**LIFE’S GUIDE TO search engine marketing!**

EMAIL US A LINK TO YOUR WEBSITE FOR A DETAILED SEO REPORT FOR FREE!

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**HOW CAN I MAKE/HELP YAHOO AND BING TO RECOGNISE MY WEBSITE?**

In the visible page text, include words users might choose as search query terms to find the information on your site.

Limit all pages to a reasonable size. We recommend one topic per page. Avoid pages with no pictures.

Make sure that each page is accessible by at least one static text link.

Don’t put the text that you want indexed inside images. For example, if you want your company name or address to be indexed, make sure it is not embedded inside a company logo.

**CALL US FOR A CHAT**

01344 899 050

**HOW DO I MAKE GOOGLE SEARCH WORK FOR ME?**

Make pages primarily for users, not for search engines. Don’t deceive your users by creating different content to search engines than you display to users.

Make a site with a clear hierarchy and text links. Every page should have a reachable, human-readable URL and static text link.

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Keep the links on a given page to a reasonable number (fewer than 100).

**EMAIL US A LINK TO YOUR WEBSITE FOR A DETAILED SEO REPORT FOR FREE!**

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