Blancomedia SEO Update Process

About Our SEO Update Process

Search engine optimization (SEO) is one of the core building blocks upon which an online business marketing effort is built, without good SEO practices in place, all marketing efforts will be less effective in general, and may not even be functional. Good SEO techniques let your potential users find your site "organically" and not through a pay-per-click campaign or trickery. The difference is that people that find your site organically, tend to stay much longer, have a higher return rate, and are more likely to respond to the next call–to-action step on the path to your overall marketing goal.

Blancomedia will analyze the following elements of the website and make suggestions to modify, change, or add to the element to maximize its search engine visibility.

Domain Name
We will analyze your Domain name with respect to the overall information contained on your site. This audit will result in suggestions to purchase other potentially Key-word rich descriptive names and have those name point to your site as well.

Site Themes
We will audit the site and it's content to determine if the site is focused properly on delivering the main business goal. If it is, then it is also probably well "themed" and search engines will index the entire site under a simple category. The overall consensus on effective SEO is to build an easily navigated, organized, site focused on delivering one type of service (theme) in an efficient, varied and rich-media manner, without obstacles and dead ends

File Names and File structure
An audit of the file names and file structure on the server will be done. This allows for a descriptive keyword file path. An isapi filter may be required for dynamic pages.

Page Titles
Very important to consider the page title as it stand alone as one of the most key ingredients to search engine relevancy for that page. Good structure, concise and key word rich titling makes a difference.

Headings
Same as titles in importance and adding relevancy to your site.

Bolded Text and Copy
Good writing and wise used of bold text and copy may pay some dividends.

Overview of Design Elements
Here we way all the business strategies cost versus impact, seek to eliminate or reduce obstacles to visibility.

Links
Rich linking internally is a must as well as they way they are used. An audit of the entire site will reveal the modifications and addition needed for maximum effectiveness.

Images and Alt Text

Every image should be used to your relevancy advantage, ALT tags are the way search engines understand what an image is. Image reading the image descriptions only to reveal what they are about.

Content

Good copy, proportional keyword density, and reasonable page length are evaluated. Additional, rich media and images are considered in with respect to ratios.

Meta Tags *

This area was heavily abused in the past and so many larger search engines may give very little notice unless it's a niche market or very unique site. The importance of meta tags are considered on a case by case basis.

Custom 404 error page

This important enhancement opens the search engine roadblock that is created when the spider crawls a broken link. The 404 error indicates the page is not available and the only option typically, is to hit the back button which the spiders can't do. The solution is to provide a site map or links that move through this obstacle. The page should be branded so that the user does not feel like there is a serious problem, and simply clicks past the broken link.

Homepage HTML sitemap footer

Especially useful for flash sites, this important element allows the spiders to crawl most of the site content starting from the homepage. Additionally, it can give the company name a stronger placement complete with links "within the search query" this is a big deal and looks great for the company.

Server Check up

We will run a script and check the health of the server. This will be reported as will any suggestions or issues that arise.

Check any redirects for proper protocol

Avoiding potential Penalties

In addition to enhancements and best practices, there can be penalties for what the major search engines see as trying to trick them into giving your company a higher than earned ranking. When a search engine finds suspicious behavior, it will automatically reduce your ranking or even bar the site from its results. It is important to ensure that there are no accidental incidences of programming logic or linking that may put your site in disfavor. Blancomedia will comb through the site to prevent this very unfortunate event from possibly occurring.

Additional items checked

There are at least 100 other small check we will perform in addition to auditing the above mentioned areas. These checks are very technical and change too rapidly to keep them listed here.