



Google Adventures

To improve your website and your Google ranking without too much pain!

Sample

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Hello and welcome!

The aim of this booklet is to explain everything we have learnt about websites and Google as we worked to improve our website/Google search engine ranking. We are in the fortunate position of having spent the past year or so looking at what really does and does not work with regards to websites, Google and the Google search engine rankings.

We hope all this information will be of help to you.

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Chapter One

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Introduction

All change

The latest Google alterations have reduced traffic to the website by eighty percent per day which has affected our business by about fifty percent.

We understand, and are aware that Google needs to update its search engine criteria from time to time, but over the previous fourteen years this has not affected us and indeed our website has continued to grow and grow over this time.

Small percentage of businesses affected- we think it's more than this

When reading about the Google updates it would appear that these changes have only affected a small percentage of businesses, however, after speaking to other businesses it seems to be more than a small percentage. Of course if your business is among this small percentage where it has really affected your business then it is even more important to sort out.

Start-up businesses need to be aware as well

If you are small business setting up then you need to be well aware that if your website is not written correctly in Google's and various other search engines eyes then you will not receive the rankings and the traffic that you need to achieve.

Informed client – what really works?

The following booklet shows what we did to improve our websites and what really worked. We made this record as along the way we met many people selling website advice and who have theories on what is best to do but do not have any evidence of the changes they make being effective.

Useful to websites , large, small and brand new

Here we look at the variety of our websites, both large and small and brand new. We will explain what we have done, by a trial and error process, that has worked and what we have done that hasn't worked.

Moving from being a website client to an informed website client

To give you an idea of the value of these websites they have literally generated £100,000's of work over the years. Our aim was to move from a being a client to an informed client and wherever possible to help ourselves. This information we feel will be of help to you.

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