



SEO (Search Engine Optimisation)

You've no doubt been inundated with emails telling you how your business can rank number one on Google if you use that particular company's services. Ask some SEO companies about SEO and they'll try and blind you with science and confuse you into thinking it's a black art that will suck your marketing budget dry.

SEO or Search Engine Optimisation is the name given to activity that attempts to improve search engine rankings. In other words, SEO is about getting your company website found in online searches – a lot of SEO companies out there will “promise” to get you onto page one of Google – but in reality only Google knows exactly what it measures to give you the number one spot.

That being said, there are a whole host of things that you can do to improve your rankings on search engines – and Dolphin can help you with

this if you are short of the time required, or in deed the knowledge.

Having an up to date website that is optimised and has both text and images that Google can “see”; having relevant, non-broken links to and from your website; having interesting, current and regularly refreshed content on your website; all of these will lead to search engine success because search engines want to show interesting and authoritative pages in their search results.

We don't want to blind you with the dark art of SEO so if you would like to understand more about getting your website higher up in search engine results then please give us a call for an informal chat.



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