Your Business Profile Guide

Introduction

Each member has their own business profile and it is very important that these are updated with relevant text as these pages are picked up by search engines. Looking longer term, as the BoB Clubs main website is optimised and the search engines look to it more these pages will become even more relevant.

If each member updates their page this should over time help increase traffic to their own site.

This guide has been written to give each member help with what to include and what to emphasise. With search engines the main points to remember are:

- Search Engines like to read
- What you do
- Where you it

Business Description

Give your page a header – this should be your main service e.g. I own a Web design company in Rawtenstall, Rossendale. My header is

*Website Designers in Rawtenstall, Rossendale, Lancashire*

This sums up what I do and where I do it, but importantly for Google it is identified as important to them as I have set it as a header.

To set a header in the profile section, type the sentence that sums up what you do and where, then highlight the whole sentence and click on the arrow of the second drop down box and select the Heading 1 option. See Fig 1.
Website Designers in Rawtenstall, Rossendale, Lancashire

LSI is much more than just website designers in Rawtenstall, Rossendale, Lancashire. We are a web development and software company too. We have been established over 8 years but have design and development experience of many years.

For many years our specialist field has been the property industry and the software that we write Joxel is designed for estate and letting agents whether they be residential agents or commercial. Naturally our software feeds property data to an estate agents or letting agents web site but also to the major property portals such as Rightmove. So our website designers design and build websites for property agents that integrate with the portals.

Underneath you then need to type normally more detail of the services you offer and where you offer them. Repetition is good here as long as it is relevant and make sure you use as many words as you can, you want to be aiming for 2200 characters ideally. You can see from my example below that I have repeated the use of the main service I offer – ‘web design’ is throughout. In addition it gives the end user more information about what we offer and who to.

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For many years our specialist field has been the property industry and the software that we write Joxel is designed for estate and letting agents whether they be residential agents or commercial. Naturally our software feeds property data to an estate agents or letting agents web site but also to the major property portals such as Rightmove. So our website designers design and build websites for property agents that integrate with the property database. Over time this led to designing websites for other businesses and now we design, build and host many different types of websites.

**As website designers in Rossendale,** we decided that 2010 should be the year of working and buying locally in the NorthWest. Most of our clients are anywhere but here, so I joined the networking group in Rawtenstall and have seen such a jump in local business.

We are a small team of eight so all clients are guaranteed a personal service yet we big enough to cope with any size company. We are the web development company for the LSL Property Group, more commonly known as the parent company of Reeds Rains Estate Agents and Your Move Estate Agents. More of our clients can be found on our web design website along with examples of our work and of course testimonials.

We have a very simple price structure:

- **£350 plus VAT for a 5 page static website**
- **£45 plus VAT per page after that.**
- **£150 plus VAT per flash creation.**

**www.isslco.uk**
**01706 508075**
All our sites:

- Are custom designed to work alongside your corporate image.
- Comply with the Disability Discrimination Act.
- Built to current industry standards.
- Built with search engine optimisation in mind.
- Built using Content Management Software (CMS).

So if you or someone you know has an existing web site that needs an overhaul, or you do not have a site then give me a call or drop me an email and I will be more than happy to guide you along your way. We also can help you with social networking pages such as Facebook.

**ISSL Website Designers in Rawtenstall, Rossendale, Lancashire**

The bolded words are mainly for the end user but some search engines do place extra weighting on certain key phrases.

Within your text if you have a website then type it in and link to it using the hyperlink button.

Highlight the address click the button shown above and the following screen will pop up. Fig 1.2
Enter the web address if you have not already done so.

Set the target to Open in new window, this means that people can see where you are linking to but still have the current site they are on open. This is especially important if you are linking to associations or clients.

The Title box is very important to search engines as it gives them extra information to read. If you are linking to your own site use this title box to put your header in, this all stresses important and gives more density to the key phrases you want to promote.

Accreditations and Qualifications

If you are an Accountant and are a member of the Chartered Accountants Institute then you want to put this in here – again the keyword accountant is being repeated. Equally link to the organisation you are part of using the same method as above shown in Fig1.2.

Search Engine Keywords (SEO)

This section is crucial, it is very simple to use once you get the hang of it. The key thing to remember here is you SHOULD NOT enter any words or phrases that are NOT in the Business Description box.

Mine are:

issl, web design, rossendale, rawtenstall, website designers in rossendale, website designers in Rawtenstall, software, jakx, website designers, website, estate agents, letting agents, website design

All of these appear in the main description box and most more than once see below for the number of instances. Fig 1.3
The number of words/phrases that you can have does depend on the amount of text that you enter, I have not used the number that I am able to without crossing Googles unwritten limits I could go up to about 23 but there is no point adding words though that are not relevant to what I do or where I do it.

You want to avoid having lots of 1s as density is important so if you are an accountant then make sure that appears at least 3 times if you are based in Cardiff then make sure that appears at least 3 times also as many people would search for accountants in Cardiff if they were looking for one.

Think about what you do and where you do it and what would you search for if you were looking for someone offering your services where you are based?