SEARCH ENGINE OPTIMIZATION SUGGESTIONS

Having proper title tags

There are no proper title tags for most of the important pages of our site.

Ex. The home page title displays the URL (http://www.srilankanstays.com)

Giving more appropriate tittles to each page will improve our page rank.

Ex. Sri Lankan Stays – Lowest Rates, Truly Sri Lankan.

Have Unique, Keyword focused title tags for each page. Every title tag MUST contain the Company/Business name as a part of it.

In addition having the title tag text in the body of the page will be an added point to the webpage.

Reducing or elimination dynamic pages

Currently we have dynamically generated Hotel Information pages hence the URL of the page will look like "http://srilankanstays.com/ViewMoreHotelInfo.php?hotelcode=142". Google and other popular search engines discourage using dynamic URLs; they encourage using well managed URLs which the crawlers can easily crawl through.

Ex.

"http://srilankanstays.com/hotels/Cinnamon-Grand-Colombo.html"

"http://srilankanstays.com/destinations/Habarana.html"

Giving image descriptions

Since the site is mostly filled with images there is no much content available for search engines to map searches, But search engines can read Image Descriptions leaving us an option open to use "ALT" tags to give a keyword-rich description for all the images.

Providing a Sitemap

Our current solution does not have a sitemap. In addition to submitting a XML based sitemap to Google it is more effective to have a page within the website which links up to all the other pages.

When submitting a XML based sitemap to search engines, submitting an image sitemap will also increase the sites popularity as the images of our site will be displayed in image searches as well.

Making use of "Description" meta tag

Currently none of our pages have much content or description tags in web pages. It is highly recommended to use description meta tags as it helps search engines to get an idea about the page content.

This should be a summary of the page content and should be unique from one page to another.

Crawler-friendly folder structure

The file structure of our website is not in a "Crawler-friendly" manner. Search engines always encourage managing a proper folder structure for the website. Currently the Sri Lankan Stays is not having a proper folder structure as all the files are stores in a single folder.

Making use of "Keyword" meta tag

The Sri Lankan Stays website does not have any "Keyword" meta tags. Using these meta tags is known as a preliminary way of search engine optimizing.

Ex. <meta name="keywords" content= "best rates, srilankan hotels"/>

Fresh and unique content

As the site content does not change frequently having fresh content in the site is quite impossible. But introducing features such as; reviews, customer feedbacks, ratings will bring in new content to the site regularly or at least once in a while.

Professionals refer content as the "King" when it comes to SEO. Unique, well-written content will give a higher page rank.

Making the links within the site keywords

Search engines advice to use anchor tags (<a>) links with text as the crawlers can get an idea of what kind of content the link leads to.

Ex. If the target is Hilton Hotel then change "View More Info" link into "More about Hilton Hotel" etc...

Back links

Have a network of quality back links (links from other pages to our page). Remember Quality over Quantity.

Links from .gov or .edu sites are more valuable as they are more reputable than normal .com sites.

Handling 404 (Page Not Found) Errors

Handling 404 Errors in the website enable search engine crawlers to crawl through the website without hitting a dead end.

Professionals also advice to have a creative 404 page with useful information to users as it may gain interest of visitors even if they accidently enter an invalid URL.

Purchase Misspelled Domains

Purchasing Misspelled domains of the competitors and redirecting them to our site is known to be another trick in SEO. This is not to pretend as other sites but to get more hits to our site. Frequently misspelled words can be identified with the stats on how many searches were made for certain misspellings.

Analyze what visitors want

As search engine optimization is a never ending process it's a good practice to keep track of what the visitors really come looking for. Webmaster tools which are freely available can be used to keep track of keywords that have been used to search for our site. Include most frequently used keywords in website have related content to satisfy the searchers'.

Glossary

Title Tag

It sets web page header to a given text

Meta Tag

Metadata will not be displayed on the page, but will be machine passable.

Search Engine

Web search engine is designed to search for information on the World Wide Web.

Search Engine Crawlers

Search Engine Crawler is a program that is automated and browses the web to provide data to a search engine

URL

Uniform Resource Locator (URL) it is the global address of documents and other resources on the World Wide Web.

ALT

ALT is a required element for images and can only be used for image tags because its specific purpose is to describe images

XML

XML was designed to transport and store data.

Anchor Tags

This element is usually referred to as a link or a hyperlink.