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## Tips on what to do (and not to do) to improve your **SEO** rankings

There is a lot of outdated information floating around in cyberspace about SEO. If you want your website to rank at the top of the list, every time, you need to get up to date.

1

### When do I need to start thinking about SEO?

The answer here is simple – insist on SEO from the beginning. The first thing to remember about organic (non-paid) search engine rankings is that every website should be built from the ground up to be SEO-friendly.



2

### Can you 'hide' key terms in the code so my site will rank higher?

Ah, we get this a LOT! Back in the dark old days, web developers used to hide code and text to trick search engines into thinking their website was relevant. Today, any deliberate attempts to manipulate the results will backfire.



3

### If I register a bunch of different domain names and add the same website on each of them will that improve my SEO?

Not unless you want to be penalised! And who wants that?! Duplicate sites, mirrored sites and funky stuff that tries to mislead viewers is not only seriously uncool, it is another strict no-no.



4

### What does 'on-page' SEO mean?

'On-page SEO' is simply a phrase used to describe SEO strategies that are built into the website itself to make it as search-engine friendly as possible.



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### Ok – but what is 'off-page SEO'?

There are a lot of different activities that fall into category of off-page SEO. Again, they form part of a comprehensive SEO strategy that you need to implement from day one.



**Sushi Digital** websites are built from the ground up to be as SEO friendly as possible. We work with you from the beginning to ensure we understand your key objectives so that your website and content are really geared towards optimising search.



**Brought to you by the Sushi Digital Team**

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