

On-site SEO vital if off-site SEO is to work, Says Punch Communications

Many off-site search engine optimisation (SEO) campaigns could be falling short of their full potential due to poor on-site structure and badly written copy, warns PR Company, Punch Communications.

Online PR News – 27-May-2011 Many off-site search engine optimisation (SEO) campaigns could be falling short of their full potential due to poor on-site structure and badly written copy, warns [PR Company](#), Punch Communications.

Businesses or [SEO Agencies](#) undertaking a campaign need to perform a comprehensive review of the website they are going to be promoting before they even entertain starting any off-site activity. Without this initial action, Google and other search engines won't pick-up on the relevancy of the website and page content against the chosen keywords.

On-site activity that needs to be taken into consideration includes ensuring urls are appropriate and search engine friendly, the keywords are suitably used within the copy, website descriptors are correct and, H1, H2 and alt tags are all fitting for the designated landing page.

Ben Leuty, account manager at Punch Communications, commented: "On-site and off-site search engine are two very different animals, almost individual campaigns in their own right, but one won't work without the other. On-site SEO serves to increase the ease in which a search engine will read the website and decide upon how appropriate it is to the search. If the urls are complicated, the copy incorrect, and the likes of H1 and alt tags not appropriate to the matched keyword, search engines will glance at the site and more often than not, move on to scan the next site. As a result of this, any off-site SEO work will be severely hindered, if not rendered useless altogether."

Off-site SEO campaigns are effectively link building exercises and increases a websites rankings based on the number of links facing back to a particular page against the relevant search term.

Ben continued: "Punch has a great deal of experience with both on and off-site SEO and currently successfully manages campaigns for almost three quarters of clients. We, ourselves are positioned number one for a number of terms including [PR Agencies](#), PR company, digital PR and many more. A successful SEO campaign is a great means of lead generation and can literally change a business, so it's well worth taking the time to ensure a website is optimised on-site before any off-site activity is under taken."

For more information regarding Punch and its PR, Search and Social services, please visit www.punchcomms.com

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