

Hints & Tips



Feel free to suggest any new articles that you may want us to create.

Please email us on: support.e-store@compusoftgroup.com

What does it mean to update your website?

By updating your website, you can make sure the content is fresh and relevant for your visitors.

Regularly updating content can vastly improve the SEO of a website, driving traffic while also improving website rankings and authority on search engines like Google.



Why we suggest you need a blog on your website!

1. Blogging is FREE! (it just takes TIME) There are endless topics for you to blog about.
2. Blogging drives traffic to your website & can convert that traffic into a repeat customer!
3. Great traffic = higher ranking search results
 - o i.e. You can add a blog links in your Social Media network for a referral link.
4. Show your expertise? People google for a reason - they have a question they want answered, a problem they want solved, or a product they're looking for, so by sharing your knowledge and shedding light on their questions and concerns, you're showcasing your expertise in the field.

Why is link building good?

Link building refers to the marketing efforts to get links from other websites to your website. It's seen as one of the most powerful tools to achieve higher rankings in search engines.

What Is a Referral Link?

A referral link is a unique URL used in referral marketing programs companies provide to their existing customers to promote their brand and products.

What is website Page Rank?

PageRank is an algorithm designed by **Search Engine** to help assess the authority of a web page and website overall. PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is.

What is a Search Engine?

A search engine is a software program that helps people find the information they are looking for online using keywords or phrases.

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