

Website Optimisation Tools

For those Event Professionals who are responsible for making sure your website is fully optimised, here are a few hidden gems I have just found out about and are worth checking out. I am no IT Geek and do not pretend to be an expert, but they are quite easy to use (once you have played around on them) and they can give you lots of valuable information about what **YOU** and your **COMPETITORS** are doing...or not doing:

Google Keyword Tool

This will help you to discover the key words people are using to find products and services like yours

Google Wonder Wheel

This key word discovery tool will help you to brainstorm key words and come up with further ideas and suggestions (this link will take you to the main Google page, you need to select More Search tools from the left hand menu, under the search tools you will see Wonder Wheel).

Key Word Spy

Again this tool can help you to generate new key word ideas and also look at what words your competitors are using in their ads

Rank Checker

This tool will show you where you are rated on Google and Bing search engines i.e. page 1 position 1. You will need Fire Fox to use this tool

PrLog

This tool will distribute your press releases for free.

Site Explorer

You can see how many websites your website is linked to (a key concept in building up your search engine optimisation), you can also use this tool to have a look at what websites your competitors are linked to.

Good luck