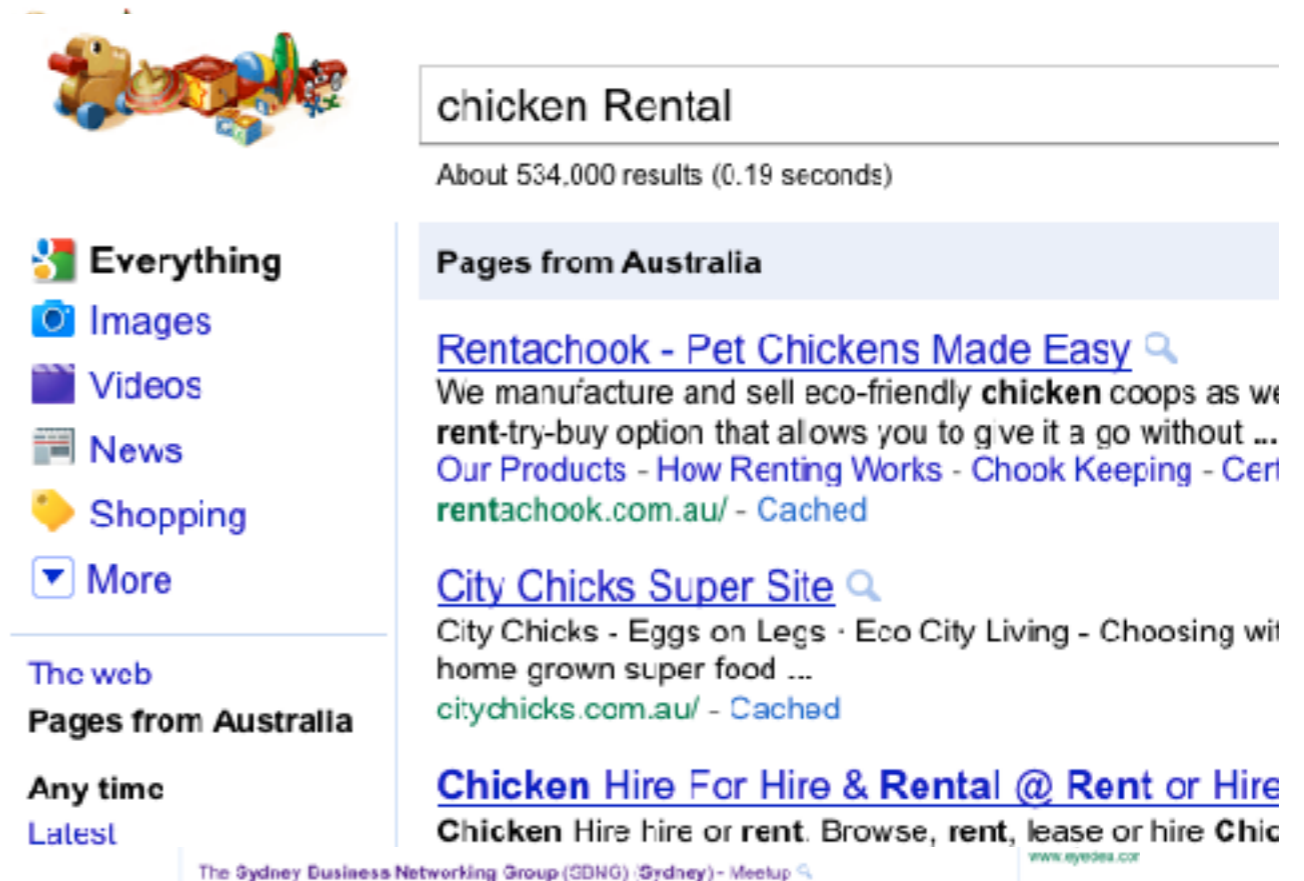


Website Best Practices

Facts

- Number of websites : 966 m
- Google “business networking groups Sydney”
- About 1.5 m results
- There is a website for almost everything



The screenshot shows a Google search interface for the query "chicken Rental". The search bar at the top contains the text "chicken Rental". Below the search bar, it indicates "About 534,000 results (0.19 seconds)".



On the left side, there are search filters:


- Everything (selected)
- Images
- Videos
- News
- Shopping
- More

Below the filters, there are additional filters:

- The web
- Pages from Australia
- Any time
- Latest

The search results are displayed on the right side:

- Pages from Australia**
- [Rentachook - Pet Chickens Made Easy](#) 
We manufacture and sell eco-friendly **chicken** coops as we **rent-try-buy** option that allows you to give it a go without ...
[Our Products](#) - [How Renting Works](#) - [Chook Keeping](#) - [Cert](#)
[rentachook.com.au/](#) - [Cached](#)
- [City Chicks Super Site](#) 
City Chicks - Eggs on Legs · Eco City Living - Choosing wit
home grown super food ...
[citychicks.com.au/](#) - [Cached](#)
- [Chicken Hire For Hire & Rental @ Rent or Hire](#)
Chicken Hire hire or **rent**. Browse, **rent**, lease or hire **Chic**
[www.eyedes.com](#)

At the bottom of the search results, there is a link: [The Sydney Business Networking Group \(SBNB\) \(Sydney\) - Meetup](#) 

Why a website?

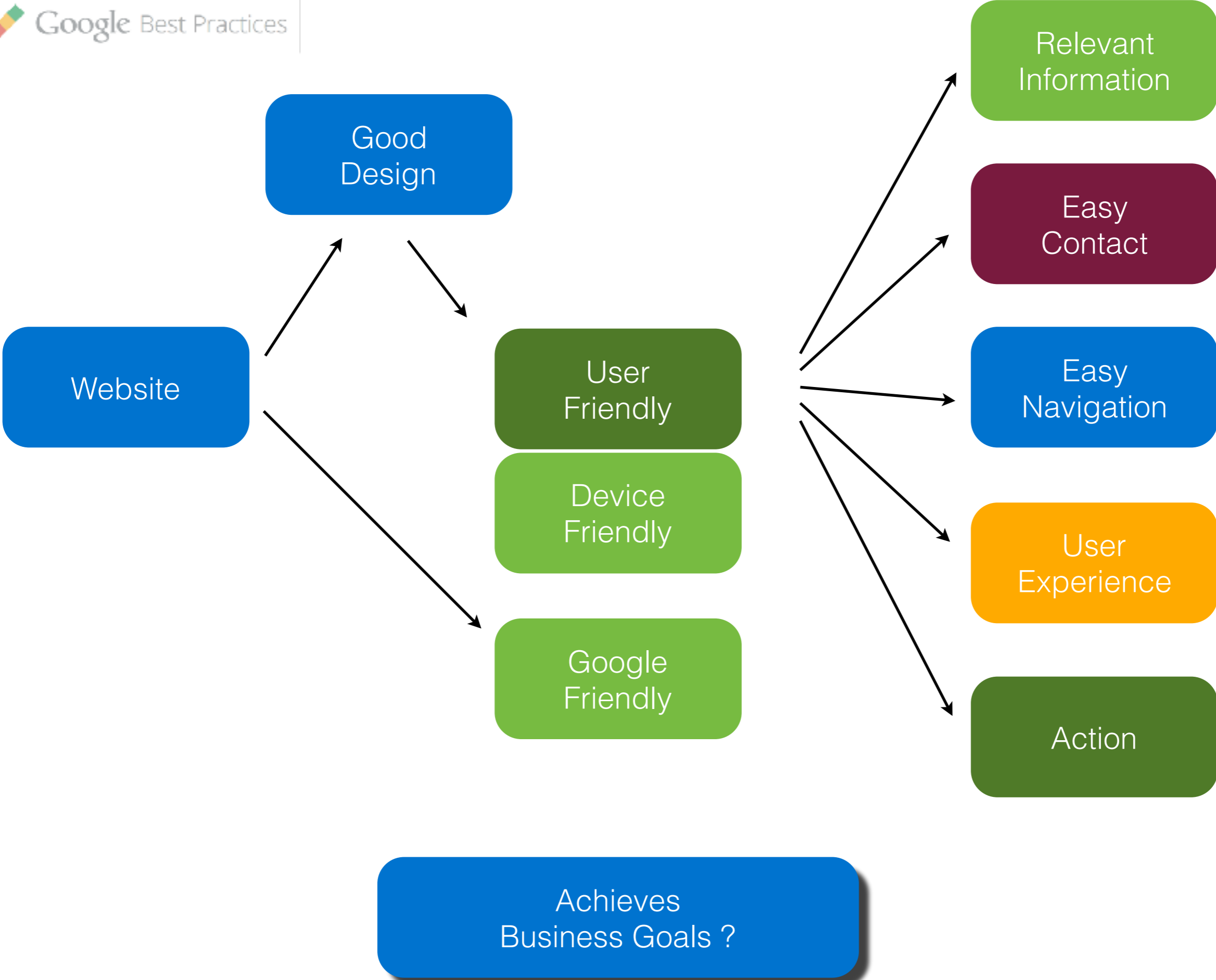
- We don't need a website !
- Your customers expect to find you on the Internet
- A site says you are up to date and care enough to provide information
- That you are legitimate



Perception

- Prospects visit your web site to
 - **Evaluate your business**
 - **Research / Study**
 - **Get a first impression**
- 70 per cent of people claim they would not buy from a company with a badly designed website, according to research carried out by OnePoll





No website

Firewood - Caboolture Firewood

http://www.aubiz.org/details/caboolture-firewood-depot

Most Visited Getting Started Latest Headlines CRM Home WhatsApp

AUBiz [Log in](#) or [Sign up](#)


I am after In within kilometers

you are here [Home](#) > [Firewood](#) > [Queensland](#) > [Firewood - Caboolture Firewood Depot in Caboolture](#)

TURTLE Landscape Supplies
Open 7 Days
(02) 9629 2299

Servicing Sydney, Blue Mountains & Hawkesbury

Locations - Rouse Hill & South Windsor



Firewood Queensland (QLD)
Caboolture Firewood Depot

Caboolture QLD 4510
4510 Caboolture

Phone:
(07) 5495 4294

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Firewood Supplies [www.firewoodsupplies.com.au](#)
Landscaping & Firewood Supplies. Call For Home Delivery. Sydney.

Firewood Bricks - Bio Fuel [www.firewoodbricks.com.au](#)
Alternative Wood Brick Fuel Eco-Friendly Firewood Bricks

Bells Firewood Processor [www.bellsfirewood.com.au](#)
get your firewood done quick with Bells 6000 series wood processor

IKFA - Win Great Prizes [www.ikfa.com.au](#)
Enter our Great Indoor Awards & win cool winter products! Ends 25 June.

Ads by Google



Caboolture Firewood Depot
is tagged with
Firewood

Unfriendly



THE FINEST QUALITY FIREWOOD IN THE BLUE MOUNTAINS SINCE 1989

Federation Firewood

Links

Trade Sizing

Linda's FAX

We have 1 572 Residential and Business consumers in The Blue Mountains

With the increase in electricity and gas prices, more and more people are going to firewood

We have offered the finest firewood available for the past 20 years

Seasoned Split Ironbark or Euc

SAME DAY FREE DELIVERY

FREE STACKING ON ALL LARGE ORDERS

We comply with trade sizing regulations

CREDIT CARDS WELCOME



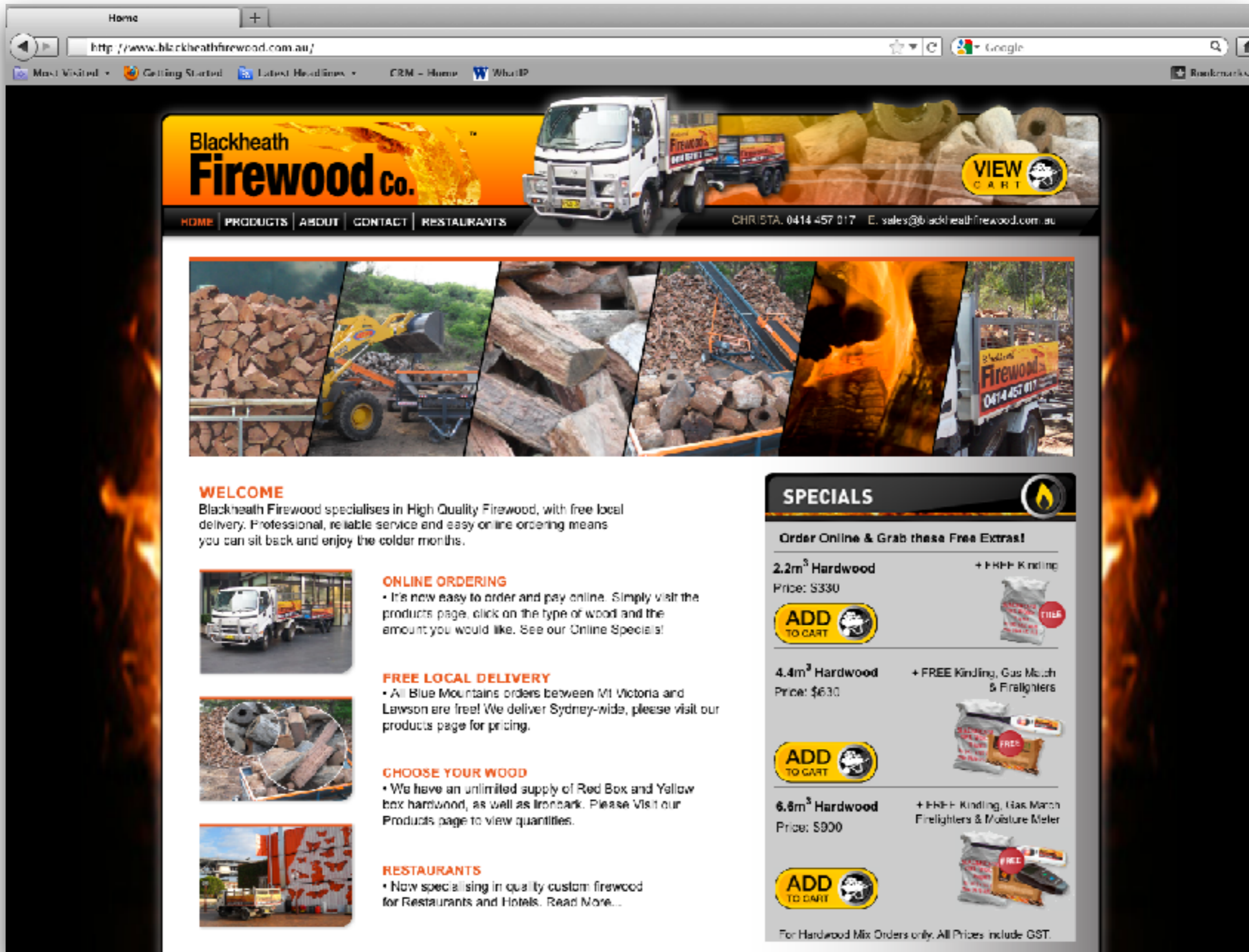
CONTACT DETAILS

Office manager 0247 826 061
Or
0247 878 503

PRICES

2.2 = \$340
4.4 = \$660
6.6 = \$895

User Friendly



Home +

http://www.blackheathfirewood.com.au/

Most Visited • Getting Started • Latest Headlines • CRM - Home • WhatsApp

Blackheath Firewood Co. **VIEW CART**

HOME PRODUCTS ABOUT CONTACT RESTAURANTS CHR. STA. 0414 457 017 E. sales@blackheathfirewood.com.au

WELCOME
Blackheath Firewood specialises in High Quality Firewood, with free local delivery. Professional, reliable service and easy online ordering means you can sit back and enjoy the colder months.

ONLINE ORDERING
• It's now easy to order and pay online. Simply visit the products page, click on the type of wood and the amount you would like. See our Online Specials!




FREE LOCAL DELIVERY
• All Blue Mountains orders between M1 Victoria and Lawson are free! We deliver Sydney-wide, please visit our products page for pricing.

CHOOSE YOUR WOOD
• We have an unlimited supply of Red Box and Yellow box hardwood, as well as Ironbark. Please Visit our Products page to view quantities.

RESTAURANTS
• Now specialising in quality custom firewood for Restaurants and Hotels. Read More...

SPECIALS

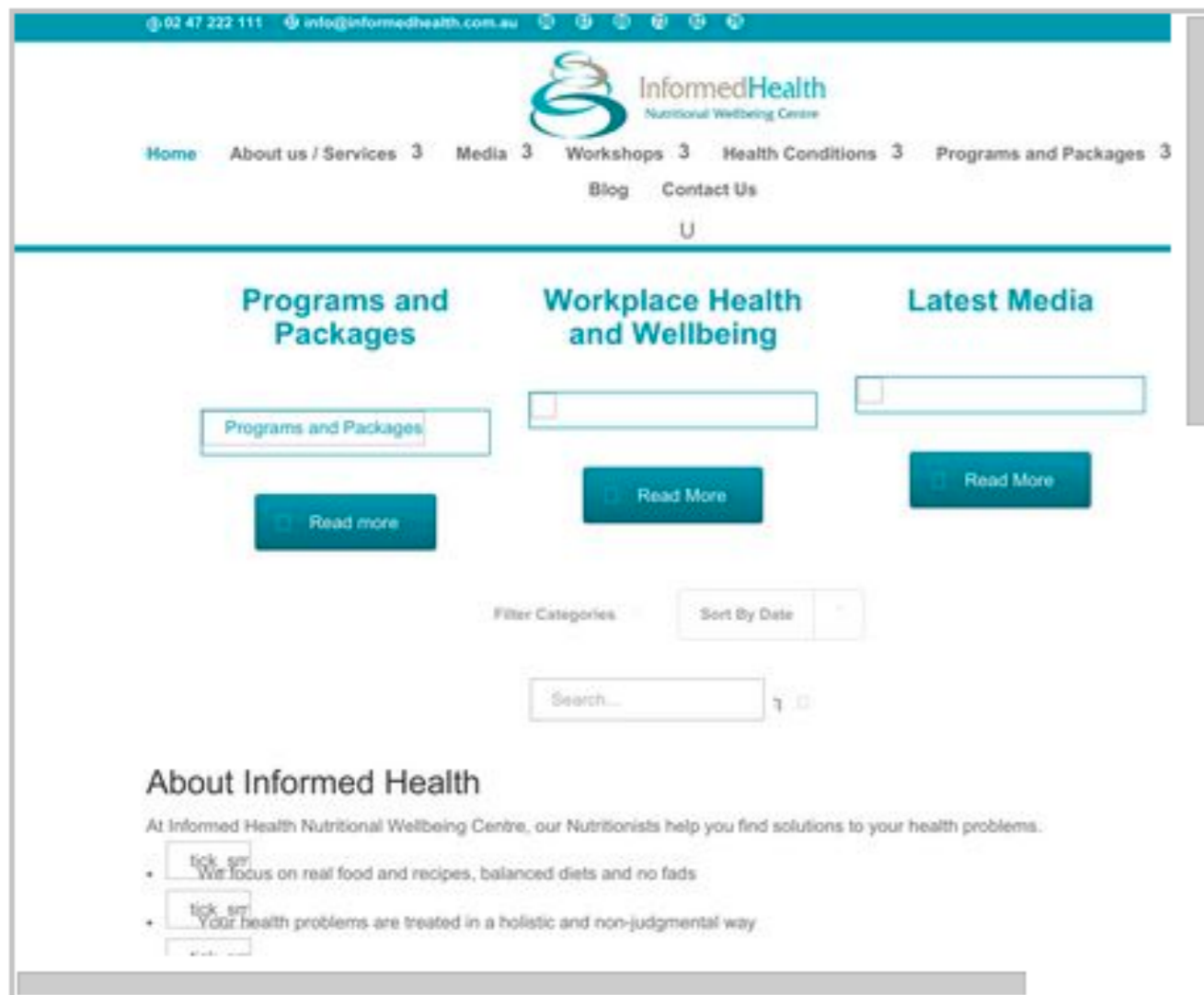
Order Online & Grab these Free Extras!

2.2m ³ Hardwood Price: \$330	+ FREE Kindling
ADD TO CART	
4.4m ³ Hardwood Price: \$630	+ FREE Kindling, Gas Match & Firelighters
ADD TO CART	
6.8m ³ Hardwood Price: \$900	+ FREE Kindling, Gas Match Firelighters & Moisture Meter
ADD TO CART	

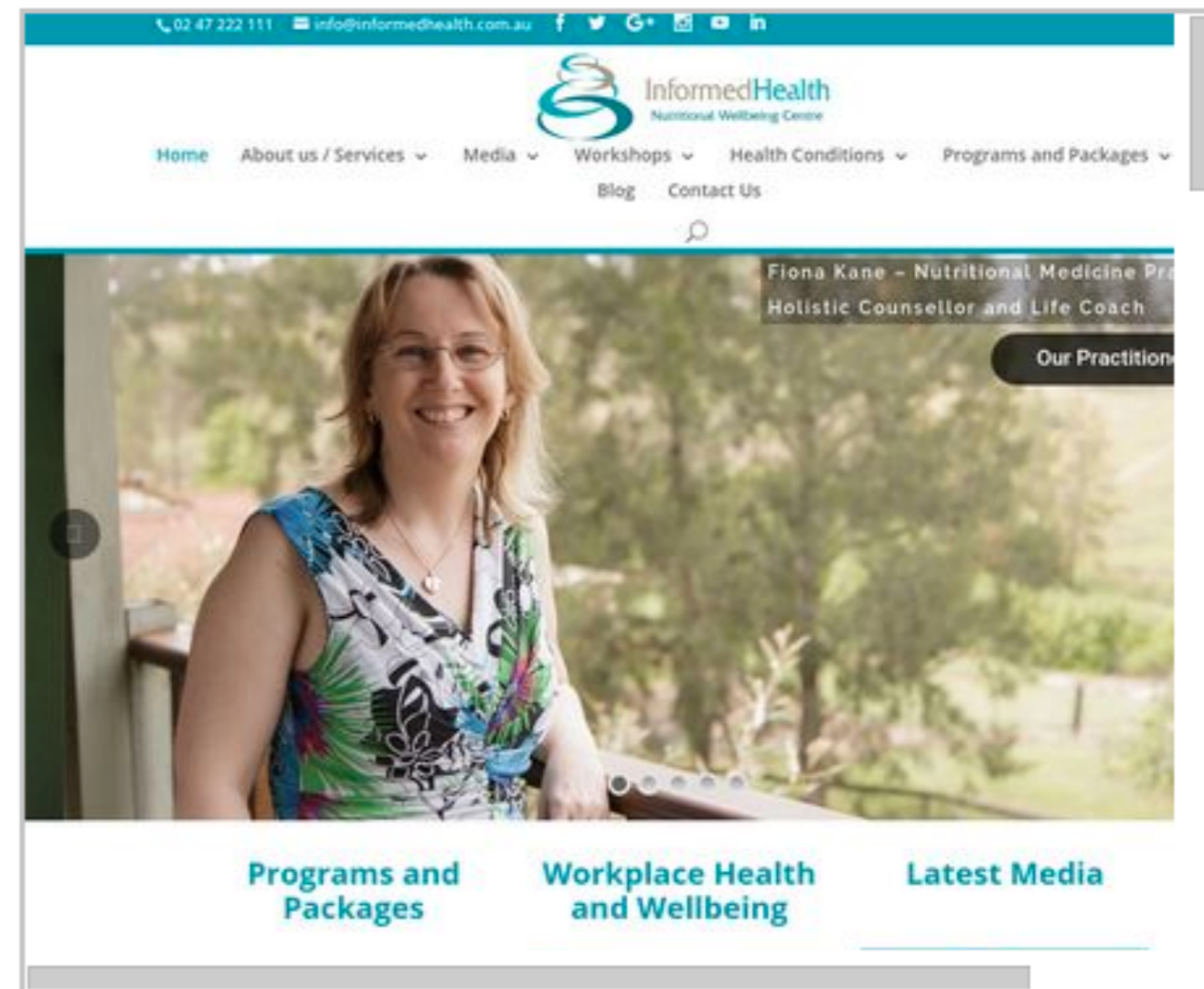
For Hardwood Mix Orders only. All Prices include GST.

Google Friendly

This is how Googlebot saw the page:



This is how a visitor to your website would have seen the page:



Professional Presentation



Harmony HEALTHWORKS
Body Health Solutions



[Home](#) [Services](#) [Information](#) [Gallery](#) [Links](#) [Contact Us](#)

Welcome to **HARMONY HEALTHWORKS**, Body Health Solutions. Our guarantee is to ensure that everyone walks out happier, healthier and fitter than when they walk in!


Our services help you achieve your goals, whether for physical health, emotional and mental well-being, creative and personal satisfaction and wellness.

Sessions include comprehensive treatment and programmes in:

- SCENAR therapy for fast pain relief, dysfunction
- SCENAR therapy for lymphatic drainage
- Private or semi-private Studio Pilates sessions for rehabilitation, sports performance, fitness, body strength, flexibility and tone
- Pregnancy, Menstrual and Childcare services
- Shiatsu Massage and Reiki
- Our full range of services is offered in SCENAR, Home Applications, Massage Massage for Children, and Reflexology for the family.


Discover **HARMONY** in your lifestyle.

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www.imagician.com.au



Harmony HEALTHWORKS
Body Health Solutions
Tel: 02 4731 4226
info@harmonyhealthworks.com.au

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Welcome to Harmony Healthworks


Body Health Solutions
Located in Parrish, Western Sydney, Harmony Healthworks is a boutique health studio offering a range of services including SCENAR pain relief therapy and Studio Pilates method. Please browse our website or call for more information on 02 4731 4226.

Services


Our services help you achieve your goals, whether for physical health, emotional and mental wellbeing, personal satisfaction and fulfilment.

- SCENAR therapy for fast pain relief / dysfunction
- SCENAR for body and face contouring
- Private or semi private Studio Pilates sessions for rehabilitation / sports performance / fitness / body strength / flexibility and tone

Associations



Scenar
Find out more about our Scenar Services using this revolutionary pain relief device.



Registered Reseller of SCENAR Products

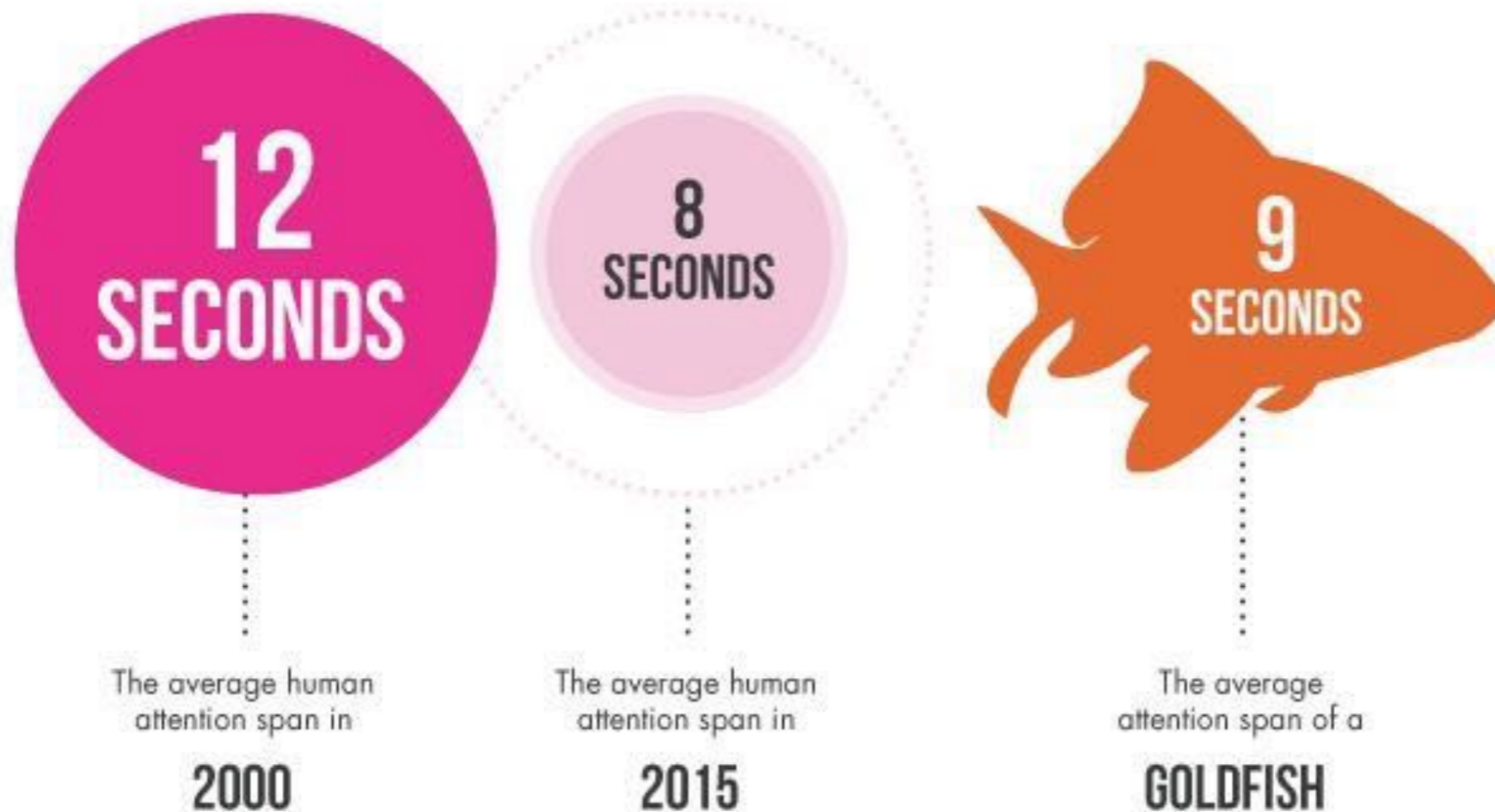
Please contact us for the latest pricing & further information!

For a product listing, [click here](#)

Pilates
Click here to find out more about our Pilates Services & class information.

Attention !

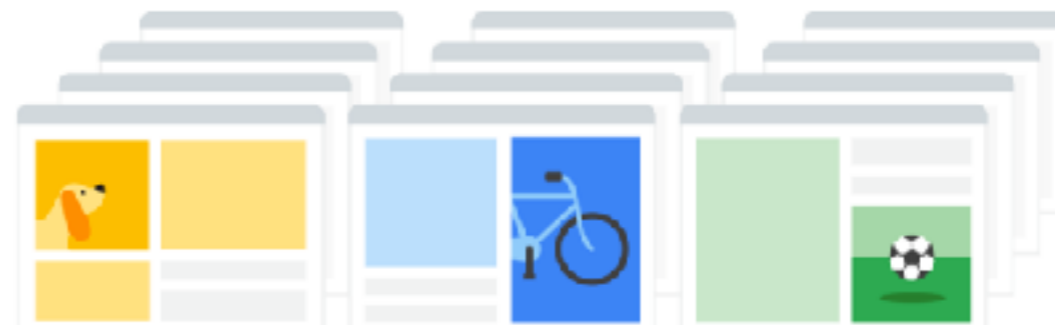
**WE KNOW HUMAN
ATTENTION IS DWINDLING**



How Google Search Works

Crawling and indexing

As we speak, Google is using web crawlers to organize information from webpages and other publicly available content in the Search index.



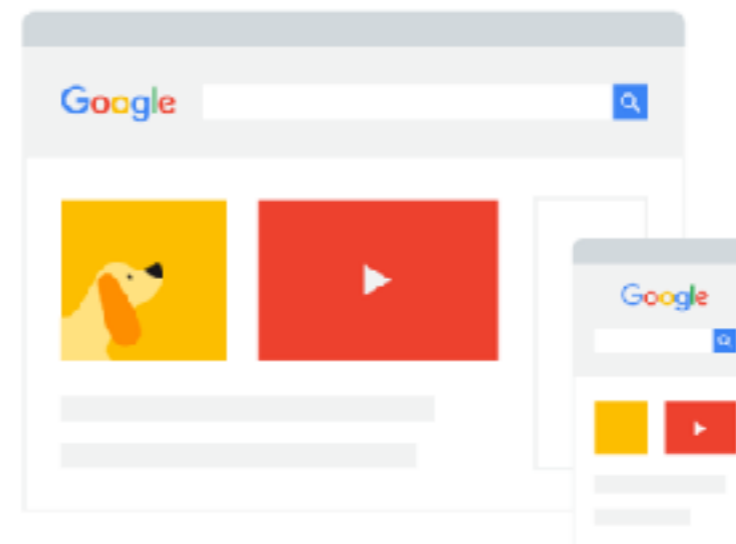
Search algorithms

Google ranking systems sort through hundreds of billions of webpages in the Search index to give you useful and relevant results in a fraction of a second.



Useful responses

With more content and in a wider variety on the Internet than ever before, Google makes sure to offer you search results in a range of rich formats to help you find the information you're looking for quickly.





Simplified algorithm [\[edit\]](#)

Assume a small universe of four web pages: **A**, **B**, **C** and **D**. Links from a page to itself, or multiple outbound links from one single page to another single page, are ignored. PageRank is initialized to the same value for all pages. In the original form of PageRank, the sum of PageRank over all pages was the total number of pages on the web at that time, so each page in this example would have an initial value of 1. However, later versions of PageRank, and the remainder of this section, assume a probability distribution between 0 and 1. Hence the initial value for each page in this example is 0.25.

The PageRank transferred from a given page to the targets of its outbound links upon the next iteration is divided equally among all outbound links.

If the only links in the system were from pages **B**, **C**, and **D** to **A**, each link would transfer 0.25 PageRank to **A** upon the next iteration, for a total of 0.75.

$$PR(A) = PR(B) + PR(C) + PR(D).$$

Suppose instead that page **B** had a link to pages **C** and **A**, page **C** had a link to page **A**, and page **D** had links to all three pages. Thus, upon the first iteration, page **B** would transfer half of its existing value, or 0.125, to page **A** and the other half, or 0.125, to page **C**. Page **C** would transfer all of its existing value, 0.25, to the only page it links to, **A**. Since **D** had three outbound links, it would transfer one third of its existing value, or approximately 0.083, to **A**. At the completion of this iteration, page **A** will have a PageRank of approximately 0.458.

$$PR(A) = \frac{PR(B)}{2} + \frac{PR(C)}{1} + \frac{PR(D)}{3}.$$

In other words, the PageRank conferred by an outbound link is equal to the document's own PageRank score divided by the number of outbound links $L()$.

$$PR(A) = \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)}.$$

In the general case, the PageRank value for any page **u** can be expressed as:

$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)},$$

i.e. the PageRank value for a page **u** is dependent on the PageRank values for each page **v** contained in the set B_u (the set containing all pages linking to page **u**), divided by the number $L(v)$ of links from page **v**.

What is Important

Domain Age

Broken Links

Sitewide Links

Google Analytics

Duplicate Content

Keyword in Title Tag

User Friendly Layout

Page Loading Speed

Outbound Link Quality

Grammar and Spelling

Domain registration length

Keyword in Description Tag

Title Tag Starts with Keyword

Keyword As First Word in Domain

Keyword Appears in Top Level Domain

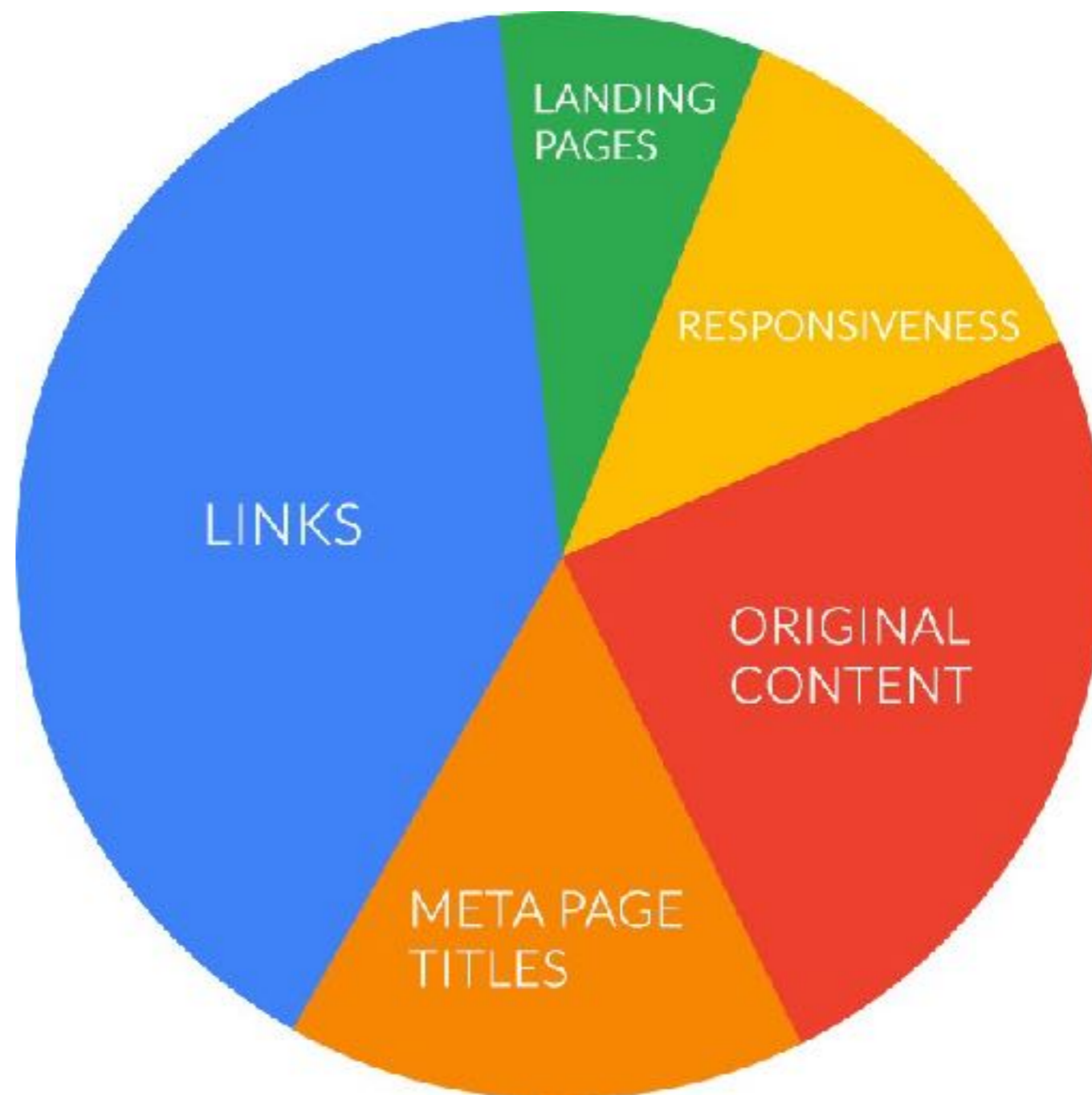
Keyword is Most Frequently Used Phrase in Document

What is Important

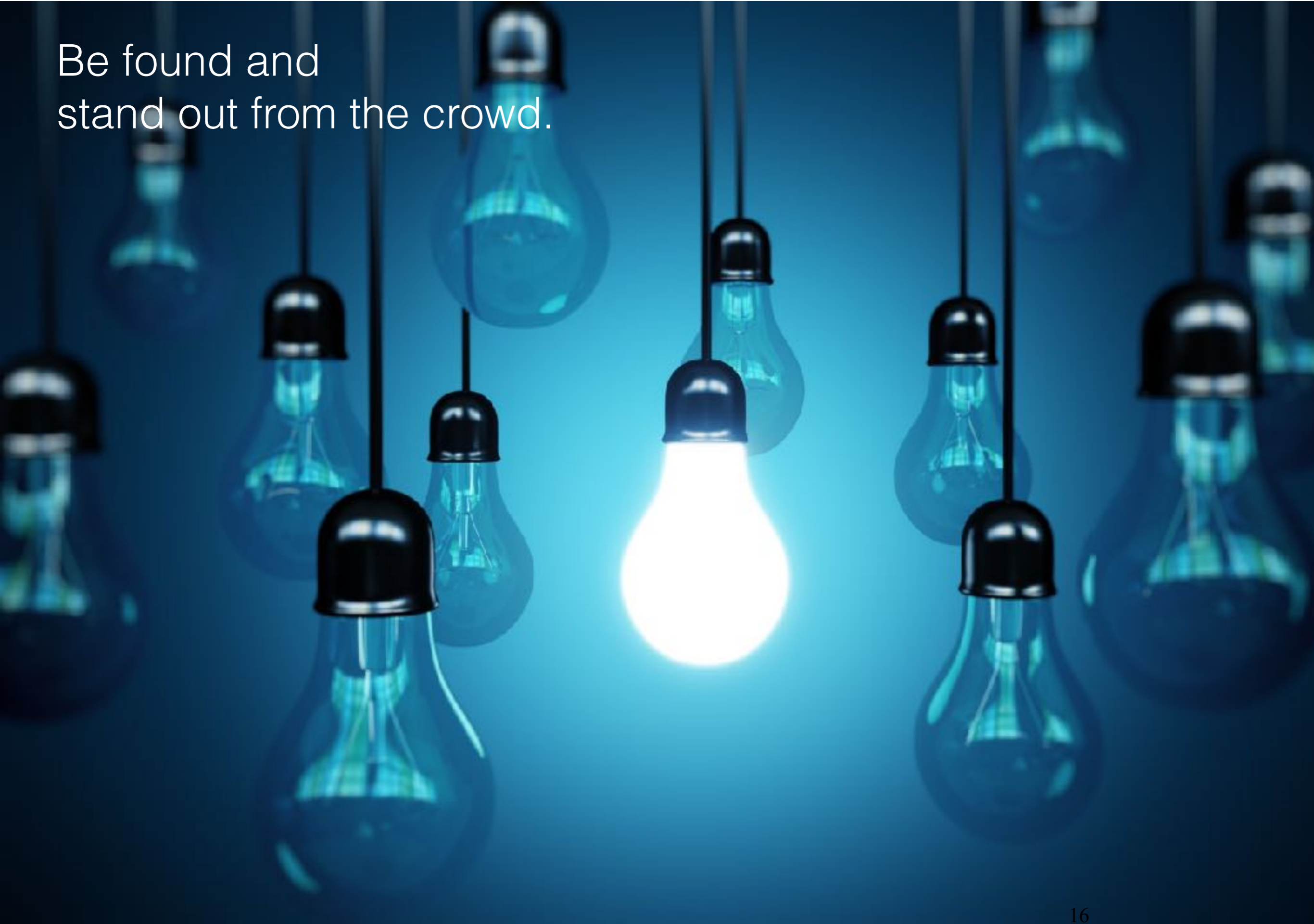
1. Regular production of original content: 29%

2. Links: 23%

3. Keyword-rich meta page title tags: 8%



Be found and
stand out from the crowd.



Our mission: Organize the world's information and make it universally accessible and useful.

Focus on the user

Our goal is always to provide you the most useful and relevant information.

CONTENT

Focus on your customers - not just about your business

Your Website is there to answer a question / solve a problem

Be Relevant

Our mission: Organize the world's information and make it universally accessible and useful.

- Give visitors the information they're looking for
- Provide high-quality content
 - [This is the single most important thing to do.](#)
- Ensure your pages contain useful information
- Entice webmasters to link to your site.
- Create a helpful, information-rich site,
- Write pages that clearly and accurately describe your topic.
- Think about the words users would type to find your pages and include those words on your site.

Relevance

- Google research finds people tend to search in 3 ways:
- "Do" Transactional Queries:
I want to do something, such as buy a plane ticket
- "Know" Informational Queries:
I need information, such as the name of a band or the best restaurant
- "Go" Navigation Queries:
I want to go to a particular place either geographical or on the Internet.

[Web](#)[Videos](#)[Images](#)[Shopping](#)[News](#)[More](#) ▼[Search tools](#)

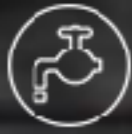
About 44,800,000 results (0.37 seconds)

mi·cro·mo·ment

/ˈmɪkrō/ /ˈmōmənt/

noun; plural noun: **Micro-Moments**

1. A moment we reflexively turn to a device to act on a need we have that moment – to learn, discover, find or buy something.
2. Intent-rich moment when decisions are being made or preferences being shaped.



Taps



Water Heater



Gas



Pipes



Bathrooms



Kitchen



Water Leak



Gutter



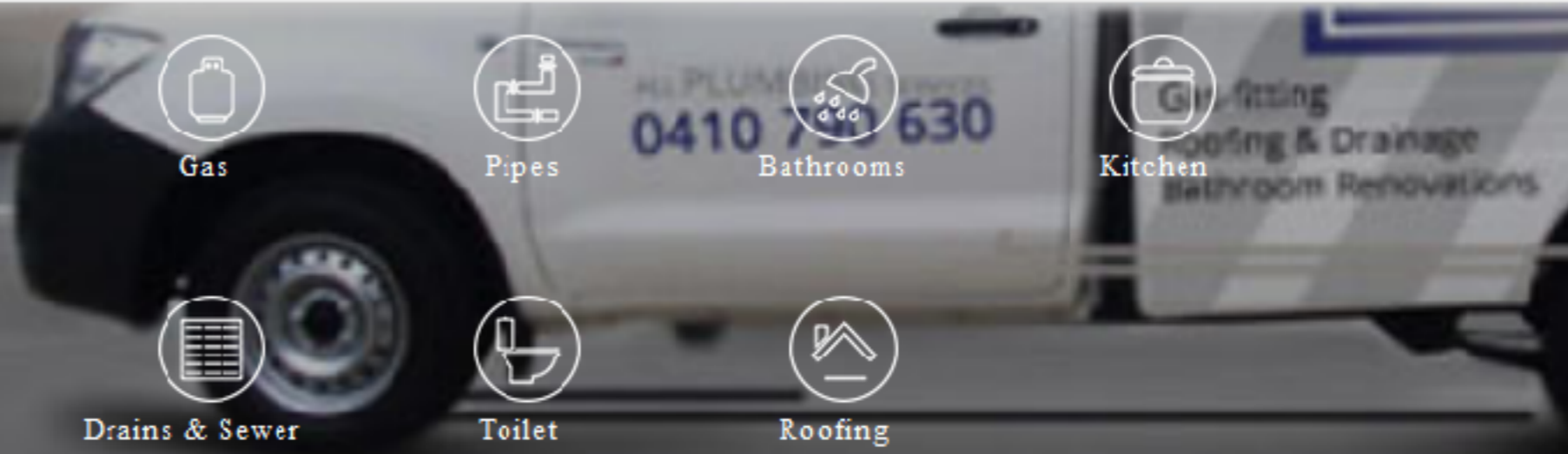
Drains & Sewer



Toilet



Roofing



For the most reliable 24hr emergency plumbing in Sydney, Civic Plumbing is the best choice. Our services extend from the North to the South and we pride ourselves in being plumbers in Sydney that give 100% customer satisfaction every time.

24hrs a day we are there for you, big or small job. Guaranteed arrival within the hour. Civic Plumbing are the number one maintenance plumbers in Sydney. With over 20 years experience of emergency plumbing in Sydney, our team can deal with anything and with our upfront, affordable prices you won't find better services anywhere else.

Why Choose Us?

- 20 years experience in rapid response, emergency plumbing
- Upfront, consistent and reasonable pricing
- Guaranteed arrival within the hour North or South Sydney
- 24 hour maintenance and emergency plumbing
- All vehicles equipped with hydro jet cleaners
- We have state of the art roving cameras for sewer blockage detection
- We have a fleet of five service vehicles
- Friendly, experienced plumbing team
- We have kept our prices fair and competitive

Contact Us



For professional, reliable, skilled, knowledgeable and efficient plumbing maintenance, Fraser's Plumbing is the company for you.

Solve a problem

Be specific

Micro Moment



Blockages

If you need help with your blocked sewer drain or blocked stormwater drain, we can help you out. We can clear clogged wastepipes in your bathroom, toilet, laundry or kitchen. We also clear external sewer and stormwater drains, using an electric drain cleaning machine, and carry out repairs to sewer and stormwater pipes that have been penetrated and cracked by tree roots.

Burst Pipes

If a water or gas pipe leaks, we can provide emergency repairs on site with minimal utility service down time. We can repair and replace PVC pipes, poly pipes, polybutylene pipes, copper pipes and galvanised pipes.

Laundry, Kitchen & Bathroom

Things to Avoid

- Don't fill your page with lists of keywords
- Don't attempt to "cloak" pages,
- Don't put up "crawler only" pages
- Don't use images to display important names, content, or links
Our crawler doesn't recognize text contained in graphics.
- Don't create multiple copies of a page under different URLs



Links and PageRank

- Links to your site can be interpreted as votes
- Initially, all votes considered equal
- Pages which receive more votes become more important
- More important pages cast more important votes

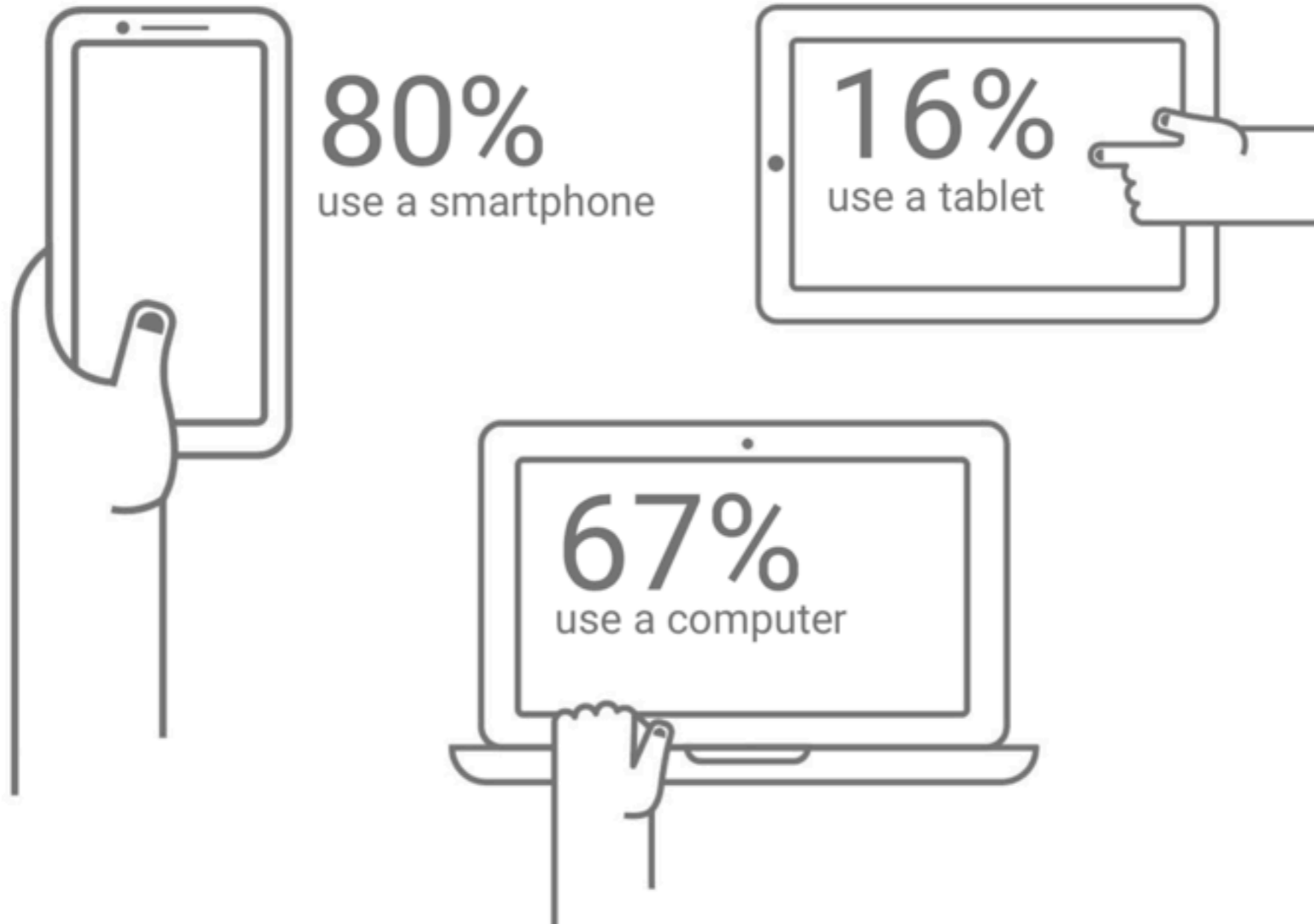


Google

Mobile-First-Indexing

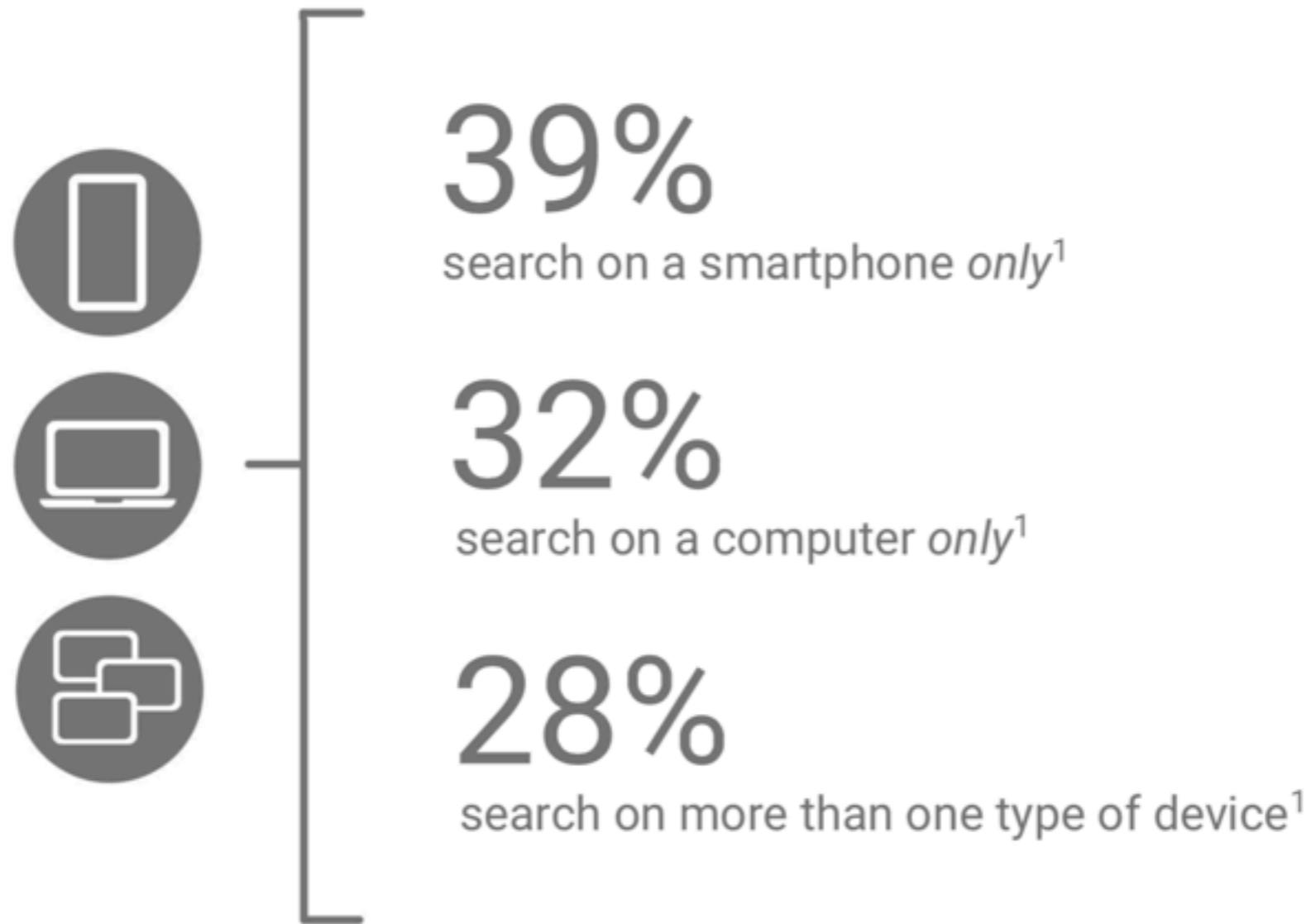
We Live in a Mobile-First World

Device usage in an average day:



How We Search On Our Devices

Among users who search in an average day:



Natural Language and Devices

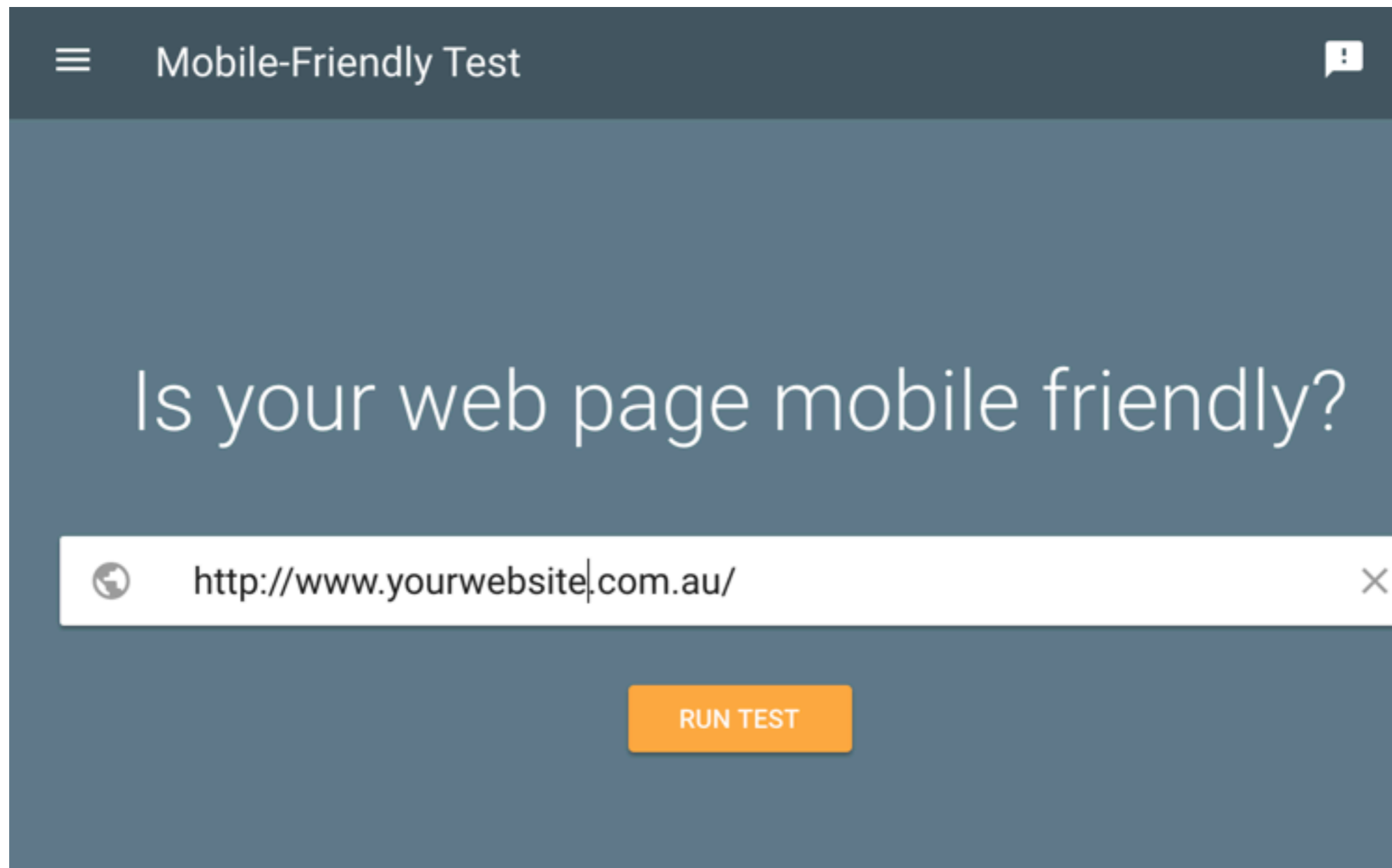
In the past two years:

- **Mobile searches for “do I need” have grown over 65%.**
For example, “how much do I need to retire,” “what size generator do I need,” and “how much paint do I need.”
- **Mobile searches for “should I” have grown over 65%.**
For example, “what laptop should I buy,” “should I buy a house,” “what SPF should I use,” and “what should I have for dinner.”
- **Mobile searches starting with “can I” have grown over 85%.**
For example, “can I use paypal on amazon,” “can I buy stamps at Kmart,” and “can I buy a seat for my dog on an airplane.”

Mobile Friendly



<https://search.google.com/test/mobile-friendly>



✓ Mobile

87 / 100 Speed

! Consider Fixing:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▶ [Show how to fix](#)

Leverage browser caching

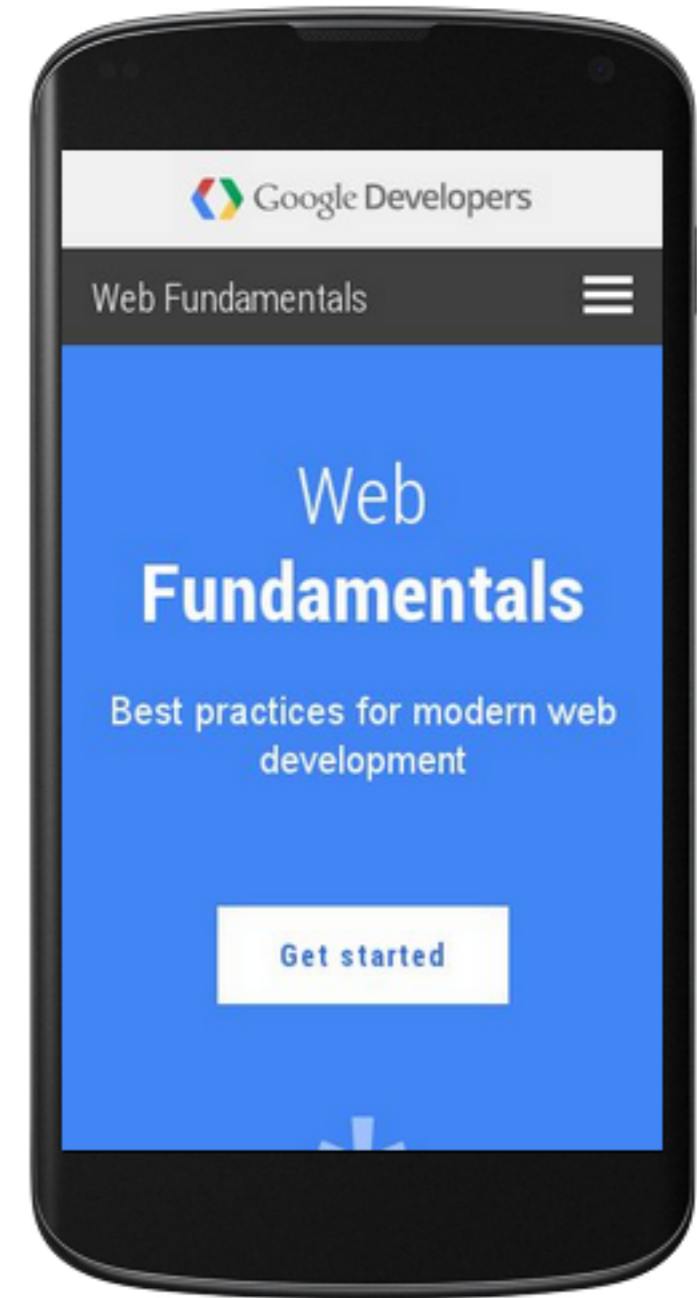
▶ [Show how to fix](#)

✓ 8 Passed Rules

▶ [Show details](#)

100 / 100 User Experience

✓ Congratulations! No issues found.



Quality

Some questions to consider

GOOGLE:

WHAT COUNTS AS A HIGH-QUALITY SITE?

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does this article have spelling, stylistic, or factual errors?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the article describe both sides of a story?
- Does this article contain insightful analysis or interesting information that is beyond obvious?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this article in a printed magazine, encyclopedia or book?
- Are the pages produced with great care and attention to detail vs. less attention to detail?

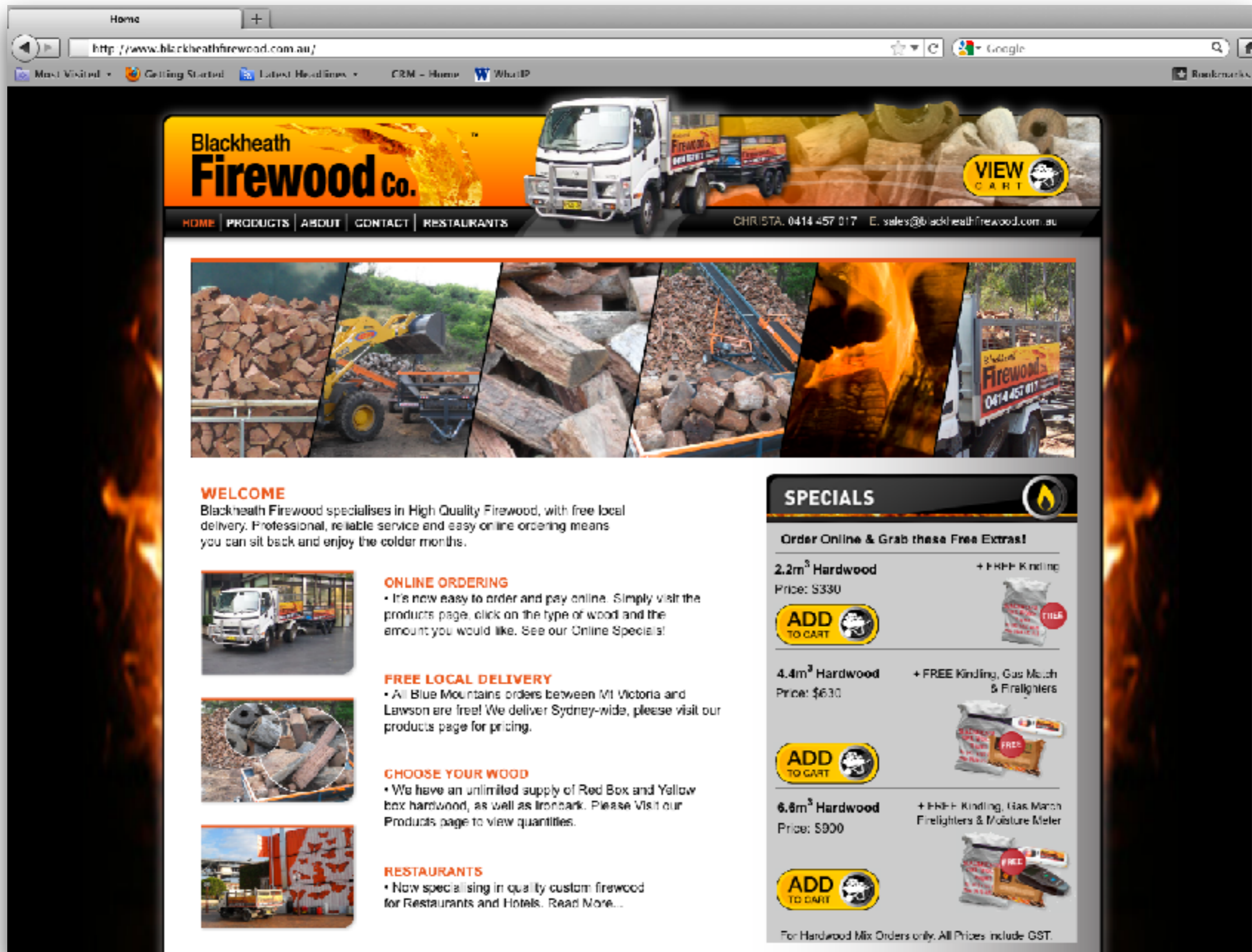
GOOGLE:

WHAT COUNTS AS A HIGH-QUALITY SITE?

- Would you trust the information presented in this article?
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User Friendly



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WELCOME
Blackheath Firewood specialises in High Quality Firewood, with free local delivery. Professional, reliable service and easy online ordering means you can sit back and enjoy the colder months.

ONLINE ORDERING
• It's now easy to order and pay online. Simply visit the products page, click on the type of wood and the amount you would like. See our Online Specials!




FREE LOCAL DELIVERY
• All Blue Mountains orders between M1 Victoria and Lawson are free! We deliver Sydney-wide, please visit our products page for pricing.

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RESTAURANTS
• Now specialising in quality custom firewood for Restaurants and Hotels. Read More...

SPECIALS

Order Online & Grab these Free Extras!

2.2m ³ Hardwood Price: \$330	+ FREE Kindling
ADD TO CART	
4.4m ³ Hardwood Price: \$630	+ FREE Kindling, Gas Match & Firelighters
ADD TO CART	
6.6m ³ Hardwood Price: \$900	+ FREE Kindling, Gas Match Firelighters & Moisture Meter
ADD TO CART	

For Hardwood Mix Orders only. All Prices include GST.

