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# Number10.gov.uk Has Rubbish SEO

Alistair Darling last week presented his economic budget to the country, making headlines and stirring up a big media fuss. With such an event you might expect a quick Google search of terms like 'budget live' or 'Budget 2010' would find the official Prime Minister's website [www.number10.gov.uk](http://www.number10.gov.uk) but it doesn't appear at the top, in fact it doesn't even appear in the top 50 for either of these phrases, outranked by news articles and critical blogs. For something so important with such big public interest this should be a priority, to avoid critics appearing higher up in the rankings and generating political influence against the government.

From a Search Engine Optimisation perspective you can take a further look at the website to understand what the problem might be; to avoid ever doing it yourself or to see what a useless web agency is really capable of.

At closer inspection, the Downing St website appears to have extremely poor SEO, they make amateur mistakes like having no 'title tag' or containing poorly optimised articles with no keywords or descriptive text. The website is packed uses techniques like stuffing it with keywords such as 'tattoos', 'piercings' and 'polish armed forces' that are really frowned upon by the search engines and the SEO community. A closer look of the general SEO of Number 10 shows the brand getting lost in translation, the official YouTube channel is located at [www.youtube.com/downingst](http://www.youtube.com/downingst) rather than [/number10](http://www.youtube.com/number10) and both refer to their media content as 'number10tv' even though a Google search for that term definitely doesn't find what your looking for.

Additionally, Gordon Brown's tweets are at [@downingstreet](https://twitter.com/downingstreet) rather than [@number10](https://twitter.com/number10) or [@primeminister](https://twitter.com/primeminister). Considering the size of the organisation and the basic rules when creating a digital presence for a brand, these mistakes are unforgiveable. You might have thought the British Government could have done a little better than this, yet again they let us down.

In common SEO practice, most agencies will buy up URLs relevant to their site and redirect to their website or prevent their competition from buying them; unusually both [www.number10tv.com](http://www.number10tv.com) and [www.number10tv.co.uk](http://www.number10tv.co.uk) are both still for sale. Depending on whether Gordon Brown has an in house SEO or an agency, he needs to get rid of them.

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