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Irish Businesses Targeting The UK Search Market

Irish businesses face the problem of having a small local market. Ireland has a small population and this forces Irish businesses to look abroad to sell their goods and services. Ireland's export trade is booming and is helping to keep the Irish economy from slipping into a further depression.

Foreign countries are interested in purchasing Irish goods. The Euro has been weakening a lot in recent months and this makes Irish exports even more desirable. But how do you get your company noticed abroad? Many companies use print, tv, radio, trade show etc to market their goods. These can be expensive and in my view the most cost effective way to advertise is through Internet marketing.

The UK population is around 15 times bigger than the Irish population. This represents a huge market right on our door step. The Pound has been traditionally stronger than the Euro. This means that people from the UK have more spending power and purchasing Irish goods starts to make sense providing that the Irish goods or services you sell are competitively priced. Having an Internet based business allows you to keep control of your costs. It makes targeting the UK a low risk, high reward venture. Setting up and marketing a website for the UK market can cost you just a few thousand Euros. This is a miniscule investment amount compared to the ROI experienced by successful companies. Below I start to look at the best ways to target the UK search rankings.

How to best target the UK search rankings- There are many different Internet strategies that can be undertaken to get your business in front of eyeballs in the UK. High search engine ranking for your website is one of those ways. The UK search engine optimisation scene is far more competitive than it is in Ireland. More investment is needed in SEO in order to achieve similar results to what your website achieves in Ireland. Therefore, you need every advantage that you can take. Local search is highly important with search engines. People in the UK tend to search on Google.co.uk, just like people in Ireland search on Google.ie. These local search engines give priority to websites with TLDs for that country. This does not mean that your .ie or .com site cannot rank highly on search results. It is just hindered by the geographic association of its TLD.

Most Irish companies have .ie top level domains. These work well on Irish search results but it counts against your website when targeting the UK search results. You need to take advantage of the .co.uk TLD geo-targeting factor. The best strategy to pursue would be to develop a separate UK version of your website with a .co.uk TLD.

The creation of a UK website with a .co.uk TLD is only the first step you must take in order to gain top rankings in local UK search results. There are many other factors that are believed to influence how Google ranks websites. These factors include localising your content to the UK. Make sure you use UK addresses and locations, spellings etc where possible. Make sure to gain a substantial number of quality links from UK based websites. Try and host your website on UK based servers. Make sure to avoid any possible duplicate content penalties by altering the content on your Irish and UK sites. If you obey all these rules then there is nothing to stop your website for gaining a strong presence on UK search results. This will make your company a lot of money and you will be helping Ireland's export led economic recovery!

If you want to learn more about geotargeting then visit [JumpStart Marketing](#). We are an Irish based [SEO Company](#).

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