

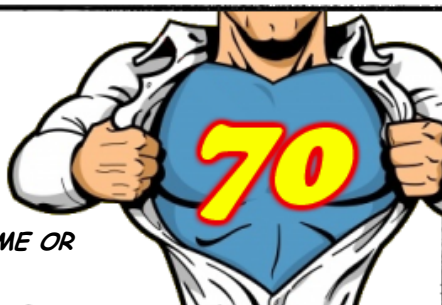
# SEO GUIDE

## WWW.YOURWEBSITE.COM VS. GOOGLE!!!



### <TITLE>

EACH PAGE SHOULD HAVE A UNIQUE TITLE TAG. KEEP IT UNDER 70 CHARACTERS. INSERT THE MOST IMPORTANT KEYWORDS FIRST FOLLOWED BY YOUR SITE NAME OR BUSINESS/COMPANY NAME.



### HEADER TAGS

EACH OF YOUR PAGES SHOULD HAVE A DISTINCT (1 ONLY) H1 TAG THAT IDENTIFIES THE PAGE'S CONTENT—TRY TO INCLUDE YOUR TARGET KEYWORD. H2, H3 & H4 TAGS SHOULD ALSO BE USED AS SUB TITLES - ALSO INCLUDE KEYWORDS IF POSSIBLE.



### <META NAME="DESCRIPTION">

WRITE UNIQUE DESCRIPTIONS FOR EACH PAGE IN ROUGHLY 155-160 CHARACTERS. ALTHOUGH THEY'RE NOT AS IMPORTANT TO RANKINGS, THEY'RE VERY IMPORTANT IN GAINING USER CLICK-THROUGH FROM RESULT PAGES. THIS SNIPPET WILL TELL SEARCHERS IF THIS IS THE PAGE THEY'RE SEEKING.



### URLs

CHOOSE A DESCRIPTIVE AND EASY-TO-READ DOMAIN NAME FOR YOUR WEBSITE. AVOID LENGTHY URLS AND USE HYPHENS TO SEPARATE WORDS WHEN NECESSARY



### ALT TAGS

...INCORPORATE KEYWORDS INTO THIS TAG. ALSO, USE KEYWORDS WITHIN THE ACTUAL FILE NAME WHEN UPLOADING THE IMAGE TO YOUR SITE.



### INTERNAL LINKS

LINK TO OTHER PAGES OF YOUR WEBSITE USING DESCRIPTIVE KEYWORD-RICH ANCHOR TEXT. THIS TACTIC CAN HELP SPREAD 'LINK JUICE' AROUND YOUR WEBSITE.



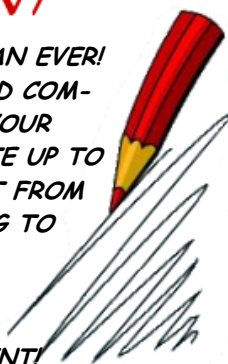
### SOCIAL MEDIA

SOCIAL MEDIA CAN PRODUCE PERIOD. BUT IT CAN ALSO ASSIST WITH YOUR SEO EFFORTS. MERGING SOCIAL AND SEO CAN CREATE AN EFFECTIVE AND LONG LASTING PROCESS OF LINK BUILDING. BE SURE TO INCLUDE THIS AS IT'S PLAYING AN EVER-MORE IMPORTANT ROLE IN SEO—DO NOT DISREGARD SOCIAL!



### FRESH CONTENT

CONTENT IS MORE IMPORTANT THAN EVER! DEVELOP UNIQUE, DESCRIPTIVE AND COMPELLING CONTENT TO UPLOAD TO YOUR PAGES. BE SURE TO KEEP YOUR SITE UP TO DATE BY UPLOADING NEW CONTENT FROM TIME TO TIME. CONSIDER LINKING TO OTHER PAGES ON YOUR SITE FROM YOUR CONTENT BODY. BOLD & ITALICIZE KEY PHRASES AND KEYWORDS. DO NOT DUPLICATE CONTENT!



### INBOUND LINKING

ATTEMPT TO GET INBOUND LINKS CONTAINING OPTIMIZED KEYWORDS TO YOUR SITE. QUALITY, TRUSTED LINKS - NOT - LINK FARMS OR 'BLACK-HAT', POOR QUALITY, LINKS. DO KEEP IN MIND THE NUMBER OF LINKS YOU CAN RECEIVE BUT (MOST IMPORTANTLY) FOCUS ON THE QUALITY OF THE LINK. DIRECTORY SUBMISSIONS AND BLOGGING ARE AMONG THE COMMON TACTICS TO GENERATE SUCH LINKS.



### OTHER ITEMS

- ◆ CONSIDER SITE SPEED, SITE USABILITY AND MOBILE VISIBILITY.
- ◆ CREATE XML SITEMAPS
- ◆ GOOGLE+ AUTHORSHIP
- ◆ UTILIZE WEBMASTER TOOLS & ANALYTICS
- ◆ DO NOT KEYWORD 'STUFF'

## TO BE CONTINUED! ...

