# Search for a domain

## http://www.domain.com/

# Find trends

## https://www.google.com/trends/

# Webmaster Guidelines

## https://support.google.com/webmasters/answer/35769

### Quality guidelines - basic principles

- Make pages primarily for users, not for search engines.
- Don't deceive your users.
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you, or to a Google employee. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"
- Think about what makes your website unique, valuable, or engaging. Make your website stand out from others in your field.

### Engage in good practices like the following:

- Monitoring your site for hacking and removing hacked content as soon as it appears
- Preventing and removing user-generated spam on your site

# Webmaster Tools

## https://www.google.com/webmasters/tools/home?hl=en

## http://www.bing.com/toolbox/webmaster

# Analytics

https://www.google.com/analytics/