Rank Magic, LLC

TAPinto.net
Your Neighborhood News Online

www.TAPinto.net

Search Engine Optimization Recommendations
January 19, 2015

Introduction

The following recommendations will address similar attributes for each page we're optimizing. We'll be recommending generic pages, not specific pages. For example, the Town Schools page recommendations will be used by you to optimize the school page for each town you cover, and so forth. Here's a little orientation for some of techniques we'll be recommending for your site and for specific pages:

The Page Title will appear in the browser title bar as well as the user's favorites if they bookmark the page. It will also appear as the most prominent feature of the listing in the search engine results page. It's often overlooked by web designers, and for search engine optimization, we should strive to include keywords in the Page Title and include them early in the title. This is one of the items weighted quite heavily by many of the search engines. Every page on your site should have its own title, uniquely tailored to the content of the page, even those pages we're not optimizing. It needs to be positioned immediately after the <head> tag in the html code.

The Filename is another item often overlooked by web designers. Keywords embedded in the very filename of the page can have an effect on how the page ranks on those keywords. They should normally be separated with a hyphen (-) rather than a space or the more commonly used underbar (_) so they're identified as separate words by the search engines. We also discourage capitalization, as that can present problems for Linux web servers. We'll suggest filenames for the pages we're optimizing.

The Keywords Meta Tag has become worthless as a result of abuse. Search engines no longer rely on this to tell what a page is about, relying instead on the actual content of the page. While we used to recommend including page keywords in the meta keyword tag, we now believe it can cause more harm than good in light of the Google Penguin algorithm update in the spring of 2012.

The Description Meta Tag is crucial for a number of reasons. Many search engines include it in their ranking algorithms. Many also display it beneath the page title in their search results. For that reason, the description needs to be crafted with care: it serves two distinctly separate goals. First, for ranking purposes we want to include keywords and include them as close to the beginning of the description as possible. And second, the description needs to be compelling to the reader to encourage them to click on your page instead of the one above it in the rankings. I will make suggestions oriented to search engine optimization for each page, but you may want to fine-tune those suggestions from the perspective of marketing to your target audience.

Body Text is a critical component of all search engine algorithms. Our objective will be to achieve a desirable placement of our keywords and topics.

Headings can increase the weight a search engine gives a keyword. We will aim to include headings on our pages that contain our keywords. Instead of a heading that's defined as a particular typeface, size, weight and color, we need to define a heading tag (<h1> through <h6>) with those attributes and apply the heading tag to the text. (Any reference to "tags" is intended for your web designer; don't worry if it sounds foreign to you. That's just because it *is* foreign to you.) The visual appearance of the headings on your page do *not* need to change for your webmaster to employ this technique. As we change and add more headings for each page, your webmaster needs to use heading tags on all headings and sub-headings.

Emphasis works in a similar fashion to headings. If there's an opportunity to make a keyword bold or italic without making the text look dumb, we should do it. Just as long as we don't *overdo* it.

Graphics provide an opportunity to insert keywords into the "alternate text" attribute of the image. These will be visible on the page if the user's browser is unable to display any graphic, so we will recommend phrases or sentences rather than simple lists of keywords. An additional opportunity is available in the title attribute of a graphic, which will be visible if the user hovers their mouse over the graphic for a second or two. We might paraphrase the alt text to use in the

title attribute. It's a good idea to try and make the alt text and title attribute describe what's depicted in the graphic. Another technique we use is to embed keywords into the actual filenames of the graphics, and we'll specify those as well. Thus, each graphic provides three opportunities to present our keywords to the search engines.

Outbound Links (or hyperlinks)that utilize keywords help to establish the page's relevance for those keywords. These can be links to other pages within your web site or links to external web sites. Or both. (A link is typically blue underlined text that you can click on to go to another page on the Web.) As a convention, we will represent links in this document as blue, underlined text.

Inbound Links that utilize keywords help to increase the link popularity of the page as well as its relevancy. When we begin link building for you we'll be working to obtain inbound links from other sites. Incoming links that use our keywords in the link text help establish our page's relevance for those keywords while at the same time improving our link popularity.

Link Title Attributes pop up a text box when you hover your mouse over a link. They should describe to the user what they can expect to find at that link. If a keyword is appropriate to be used in the link title, so much the better.

Page Speed is a new factor Google is using to identify "better" web pages. A page that takes too long to download frustrates visitors and many of them will leave even before the page finishes downloading. There are a number of techniques your webmaster can utilize to improve your page speed. It might help to optimize images for the web in Photoshop to reduce their file size, eliminate unused CSS code, leverage browser caching, and more. A tool your webmaster might use is Google's Page Speed tool described here: http://code.google.com/speed/page-speed/.

Link Popularity is an off-page factor that's very important for your rankings, especially in Google where we believe it accounts for as much as 40-50% of where you rank. We will be working on your link popularity at the rate of an hour a month for at least twelve months, seeking reputable related websites to link to you. You will have a responsibility to be responsive to our monthly reports, especially as it relates to reciprocal link partners. Those are web sites that will link to you on the condition that you link to them first. Your prompt attention to those will be an essential part of your link popularity.

Social Media – Social networking and social bookmarking sites provide a wonderful source of one-way incoming links to your web site, and they seem to be getting a lot of attention by the search engines. Sites like FaceBook,

Google+, Twitter, Digg, LinkedIn and many others are important for link building. They're becoming even more important as Google increasingly focuses on the social networking sphere. There are things you can do to make it easier for others to mention and link to you, which we'll cover under Site Level Recommendations below.

Site Level Recommendations

Page Titles need to be unique on every page of your site and include keywords up front. If it appears at all, your company name should go at the end so that keywords people may have searched for show up at the beginning where they can be bold and stand out in the search engine listings. For your home page only, your company name should be placed at the beginning. For all other pages it goes at the end or not at all. We will specify page titles for your optimized pages, but you should modify all the non-optimized pages similarly.

The Filename - we may recommend changes to filenames for optimized pages.

Heading Tags – <h1> through <h6>) – tell the search engines that the words within the heading tags are headings and subheadings, which means those words are important. It appears heading tags are being used properly on your website. We'll recommend specific headings for the pages we're optimizing.

The Resources page is designed to provide outbound links to other web sites. An important reason for this page is that you should provide links to other web sites that are of interest to your readers. I these sites have information your target market will find of value, we hope it will draw them back to your site repeatedly. When we request other web sites to link f to you, many of them may require a link back to them in return. These links will go on the Resources page. Since you don't have a Resources page, we recommend adding one.

Copywriting Tip: Punctuation and formatting are ignored by the search engines. That affords you a way to reduce the appearance of keyword repetition in your copy. For example, with a keyword phrase like *football in New Providence*, we can leverage the power of formatting by ending a sentence or paragraph with the words *football* and starting the next sentence or paragraph with the words *New Providence*. The search engines will consider the words as being adjacent, which makes a phrase that's equivalent to our keyword phrase *football in New Providence*.

Copywriting Tip: Stop Words are words that are ignored by the search engines because they don't add meaning to a search phrase. Common stop words are pronouns (our, your, my), articles (a, an, the) and prepositions (with, for, to of, etc.). Understanding stop words can help you to avoid the apparent repetition of keyword phrases.

It's no longer essential to use the keyword phrase verbatim. So the keyword *New Providence restaurants* has an equivalent with a stop word like *restaurants in New Providence*. But people reading the copy will see them differently and that will reduce the appearance of redundancy. Using stop words in your copy can make your text read more naturally without compromising keyword optimization.

Copywriting tip: Mixing them up now works, especially in Google. Search engines are getting better and better at recognizing similar words and near-synonyms.

New Providence restaurants is a keyword for your New Providence page on Food & Wine. If you find repeating it makes the copy redundant, you can substitute the near-synonym *eating out in New Providence* and/or *New Providence dining* in your copy. Google will recognize the similarity and that will help your rankings for the actually optimized phrase — and the page will read more comfortably.

Footer – A common footer that appears on every page of your site lends a sense of continuity to the site, visually, and also is an ideal place to employ your keywords. We recommend modifying your current footer like this:
[We need two footers, if possible. This one is great for the topical pages, but not the town pages. For those, we need something like the additional copy I'm entering below.]

TAPinto

About TAPinto | Contact Us | TAP in the News | Advisory Board | Terms of Use | Privacy Policy
Resources | Site Map

We've incorporated a keyword into the links as well as a brief description of your site.

The courtesy links on the bottom line are *completely* optional. Please feel free to omit them.

The blue underlined text are links to other pages. We added a couple to your footer:
- The Resources link points to your Resources page.
- The Site Map link points to the Site Map page.

Sample Town Footer:

TAPinto New Providence

About TAPinto | New Providence News | Government | Health & Wellness | Giving Back
Real Estate | Sports | Arts & Entertainment | Education | Police & Fire | Home & Garden
Contact Us | TAP in the News | Advisory Board | Terms of Use | Privacy Policy
Resources | Site Map

Serving New Providence in Union County New Jersey and nearby communities
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Alternative Press magazine, visit www.altpress.com or click here.
Web design & hosting by: Your webmaster   SEO by Rank Magic

We're including the town and county names, and also providing links to the main sub-topics for the town.

Your Page Speed is an important ranking factor on Google, and we'd like to see it be above 85%. We tested almost all the pages on your website and they ranged between 8% and 55%. The page download speeds are much slower than they were for The Alternative Press. If you would like to speed things up please see our group of blog posts on some ways you can increase your Page Speed: http://www.rankmagic.com/blog/tag/page-speed/

Social Media: The AddThis bookmark tool on your web site can make a surprising difference. It's a simple piece of code that lets your visitors build your links for you. You can see it at work on our blog at www.RankMagic.com/blog/. To install it on your own site, your web designer can go to www.AddThis.com, watch the video, and download the little code snippet to place on your pages. Please take a look at the button and decide if you think it would detract from the professionalism of your site. It belongs on every page of your site. It's great

that you already have *follow* links for Twitter and Facebook on your Home page, but they should really appear on every page for full benefit. We also suggest you'll benefit from adding *share* links from AddThis. We recommend adding Twitter to your share links. And we'd definitely like you to add these share links to the home page, all section pages, and all town home pages.

Social Media: Facebook Likes can help with your brand recognition and marketing. We encourage you to add a Facebook "Like button" on Section pages and Town home pages. Find out all about this on our blog at www.rankmagic.com/blog/tag/facebook/.

Social Media: Google +1 is similar to the Facebook "Like" button, and it's become a ranking factor for Google. In fact, Google made it clear from the beginning that this would be a search signal. Google figures "If enough people like your content enough to give it a +1, it must be good right? Why not bump it up in the rankings?" We recommend maintaining an active Google+ account and adding the +1 button to all pages on your site. You can learn more about it and how to implement it on our blog at www.rankmagic.com/blog/2011/06/google-1-debuts-2/.

Social Media: Google+ is the latest Google product to have significant ranking impact. Related to the Google +1 button, this is much, much more. Google stopped using Twitter activity in rankings as a result of objections by Twitter. Google+ is believed to be replacing Twitter as one of Google's real-time ranking signals. We recommend that you establish a Google+ page for your business and post to it regularly. You can also add follow buttons for it on all your pages.

Link Popularity is often the tie-breaker among well optimized websites. We'll be working on improving this through our monthly link building on your behalf.

Your Site on a Phone: Two-thirds of cell-phone owning Americans use their phones to surf the Web. As more and more people are accessing the web from their phones, sites need to have a mobile-aware version that provides a good user experience to the visitor. And user experience is an increasingly important ranking factor, especially in Google. Look up your site on your phone, and you'll see why you need a mobile version (the image here is how it looks on my phone).

Specific Page Recommendations

Home Page

Keywords: The primary keywords for this page are:
- **TAPinto**
- **tap into**
- **tapinto.net**
- **local news**
- **hyperlocal news**
- **NJ**
- **PA**

Page Title: The page title should be changed from **TAPinto** to **TAPinto - NJ & PA's Daily Local Newspaper.**

Meta Description: Content should be changed from **Hyperlocal online news and information for communities in Pennsylvania and New Jersey including Berkeley Heights NJ, Chatham NJ, East Brunswick NJ, East Orange NJ, Livingston NJ, Madison NJ, Maplewood NJ, Millburn NJ, Milltown/Spotswood NJ, Montville NJ, New Providence NJ, Paterson NJ, Randolph NJ, Roselle/Roselle Park NJ, Scotch Plains/Fanwood NJ, South Orange NJ, South Plainfield NJ, Sparta NJ, Summit NJ, Warren NJ, West Essex NJ, West Orange NJ, Westfield NJ, Lower Providence PA, North Penn PA.** to **TAPinto - Hyper-local online news and information for communities in Union, Morris, Sussex, Essex, Middlesex and Somerset Counties in New Jersey and Montgomery and Tioga Counties in Pennsylvania**.
Since you weren't listing all the towns you cover, we think it's better to list counties because as the list gets larger there will be too many towns to mention.

Keyword Placement - We recommend a thorough discussion of what information you cover with the keywords incorporated into headings, links and body text with the following frequencies:
Note: Your Home page fails to include "TAPinto" anywhere, except in the copyright statement in the footer.

Keyword	Body Text or Heading	Hyperlink
TAPinto	1	1
tap into	1	0
tapinto.net	1	0
local news	1	1
hyperlocal news	1	0
NJ	1	0
PA	1	0

Content Suggestions:

Your home page is fine as is, but can be improved with a quick overview sentence or two to help you incorporate the keywords so they'll always be on the home page regardless of what other transient information may appear there.

Content Suggestions:

An overview sentence or two, maybe something like this:
TAPinto provides hyper-local news for communities in Union, Morris, Sussex, Essex, Middlesex and Somerset Counties in NJ and Montgomery and Tioga Counties in PA. In addition to top stories, we cover the government, schools, police and fire activity, and recreation news.

We recommend changing the **TAP Into Your Town's News** to **TAP Into Your Town's Local News**.

We suggest changing the heading for **Top Stories** to **Top Stories from TAPinto,** and also changing **Latest News** to **Latest Local News.**

We were able to use the keywords in the headings and links by tweaking the text a little. If you approve of our changes, you can simply copy and paste it into your home page. Otherwise, please adjust the content to your liking, taking care to preserve the keyword placement.

Graphics: We recommend adding a static image or two that doesn't change to the right of the Tap Into Your Town blue box for selecting a town. They should be safe from change there. It's a great place to incorporate TAPinto into the names, alt text and title attributes.

The first graphic should be named **tapinto-nj-pa.jpg.** The title attribute can say TAPinto for hyper-local news in NJ and PA. The alt text can say TAP into local news for communities in Union, Morris, Sussex, Essex, Middlesex and Somerset Counties in NJ and Montgomery and Tioga Counties in PA.

The second graphic should be named **tap-into-local-news-nj-pa.jpg.** The title attribute can say TAPinto has many columnists that report on local news. The alt text can say Get your local news at TAPinto.net for communities in Union, Morris, Sussex, Essex, Middlesex and Somerset Counties in NJ and Montgomery and Tioga Counties in PA.

We also recommend changing the name of the logo image from **logo.png** to **tapinto-nj-pa.png.** Give it alt text that says TAPinto.net is your source for local news, and a title attribute that says Local news from TAPinto.net.

Outbound Links - The links in our recommendations will suffice here.

Link Title Attributes: Links should have title attributes that inform the visitor where the link goes. For example, the link to your Facebook page on the bottom right side of the page can say Visit TAPinto.net on Facebook.

Sample Town Page (New Providence)

Our recommendations for the New Providence town page apply to all the town pages. Simply substitute the town name, county and zip code as appropriate for each town.

Keywords: The keywords for this page are
• **New Providence**
• **Union County**
• **local community news**
• **zip code**

Geographic modifiers for this page are New Jersey, NJ, or Pennsylvania and PA (depending on the town).

Page Title: The page title should be changed from **TAPinto** to **Tapinto Local Community News for New Providence, NJ**

Page Filename: The filename for this page should be changed from **new-providence** to **new-providence-local-community-news**

Meta Description: Content should be changed from **Hyperlocal online news and information for communities in Pennsylvania and New Jersey including Berkeley Heights NJ, Chatham NJ, East Brunswick NJ, East Orange NJ, Livingston NJ, Madison NJ, Maplewood NJ, Millburn NJ, Milltown/Spotswood NJ, Montville NJ, New Providence NJ, Paterson NJ, Randolph NJ, Roselle/Roselle Park NJ, Scotch Plains/Fanwood NJ, South Orange NJ, South Plainfield NJ, Sparta NJ, Summit NJ, Warren NJ, West Essex NJ, West Orange NJ, Westfield NJ, Lower Providence PA, North Penn PA.** to **TAPinto provides local community news for New Providence, NJ 07974.**

Headings: See the content suggestions below for heading suggestions.

Content Suggestions:

We suggest including a small introduction on the town pages to the right of the blue Editor box at the top of the page in order to incorporate the keywords in body text, since most of the text on the page is news which changeas all the time. Maybe something like this: **TAPinto provides local community news for New Providence, NJ 07974. In addition to top stories, we cover the government, schools, police and fire activity, recreation news and more.**

The headings and links on your Town Pages currently include the town name sufficiently, but not the other keywords. We suggest the following changes:

- For the main heading that currently says **New Providence**, change to: **Local Community News for New Providence**.
- The best way to optimize the pages is to use the keywords in the articles. To illustrate this, we'll use an article from your New Providence page and suggest how this article may have been optimized. The article we're referencing is at this URL: http://thealternativepress.com/towns/new-providence/articles/new-providence-planners-ok-restaurant-not-spa

Current Article Headline: **New Providence Planners OK Restaurant, Not Spa.**

Optimized Headline: **New Providence Planning Board Approves Restaurant, Not Spa.**

The words "planning board" are one of the keywords for your Government topic, while planners is not. While this article does comes up in a Google search of "New Providence planning board," it may have come up closer to the top if Planning Board had been in the headline and not just the body of the article.

Filename: Changing the headline would change the filename of the page as well.

Meta Description: Each article should be tagged with a meta description, or a brief summary of what the article is about, utilizing specific keywords for the topic. This is what people will see if they are doing an internet search and your article comes up in the results. For this article you could use something like **New Providence, NJ, Mayor Morgan takes office again at the January 6, 2015 meeting.** Since your meta description tags seem to be created automatically from the lead paragraph of the story, this means trying to include an appropriate keyword in that lead paragraph.

Graphics: We recommend including a static image on each town page to incorporate the keywords in the image names, alt text and title attributes. We suggest a meaningful image that represents the town, for example a photo of the town hall or a familiar landmark. It doesn't need to be large, and it could be placed next to the introduction text we suggested above or next to the blue box highlighting the Town Editor.

The graphic should be named **new-providence-07974.jpg**. Alternate text can say Local community news for New Providence, NJ 07974. The title attribute can be New Providence, NJ 07974.

Outbound Links: The links in the recommendations above will be enough.

Link Title Attributes: Links should have title attributes that inform the visitor where the link goes. For example, the link title for the link to advertise on the page can say Advertise on local community news for New Providence, NJ.

Sample Section Page (Sports)

These recommendations should apply to all the town pages, substituting the town name and zip code and perhaps mascot name as appropriate. For the other topical pages, you should incorporate the keywords for those topics as well. We've listed them below.

Whenever possible you should apply these recommendations to the individual story pages as well.

Keywords: The keywords for this sample page about sports are
- **New Providence**
- **07974**
- **Pioneers**
- **sports**

- **recreation**
- **baseball**
- **basketball**
- **boosters**
- **field hockey**
- **football**
- **ice hockey**
- **lacrosse**
- **PAL**
- **soccer**
- **softball**
- **tennis**
- **volleyball**

Each topic has a list of more specific keywords associated with; these keywords should be used in the articles when appropriate.

Food:
- **food**
- **restaurants**

Government:
- **Board of Adjustment**
- **Borough Council**
- **committeeman**
- **committeeperson**
- **councilman**
- **mayor**
- **Planning Board**
- **Public Library**
- **Superintendent**
- **town officials**
- **Township Committee**
- **Zoning Board**

Police/Fire:
- **crime**
- **police**
- **police blotter**
- **Fire Department**

Real Estate:
- **real estate**

Schools:
- **Board of Education**
- **high school**
- **PTA**
- **PTO**
- **public schools**
- **school board**
- **school district**
- **school names**
- **mascot**

Page Title: The page title should be **Sports & Recreation News for New Providence, NJ 07974**

Page Filename: The filename for this page should be changed from **school-sports** to **sports-recreation-new-providence-nj-07974**
(filename will change depending on the topic, town name and zip code)

Meta Description: Content should be **Local sports and recreation news for New Providence, NJ from TAPinto.**

Keyword frequency: This page will be made up of news articles, following our instructions on including keywords in the headlines and lead paragraphs should insure that the keywords are mentioned enough times on the page.

Content Suggestions:

The best way to optimize the topical pages is to optimize the articles. We noticed your article headlines become the page filenames and page titles, so it's important for the articles to include the town name and other keywords whenever possible.

We would also like to share some information that comes directly from the Google developers in terms of optimizing news articles. They say it is important that you create permanent unique URLs with at least three digits. And the reason for this is that, traditionally, news publishers have used article IDs and then an equal sign and a number in their URL strings. That helps Google to determine that it's an article and not just a static HTML page. Please refer to this video for more information:
http://www.youtube.com/watch?v=hg8xgoULIIE&feature=player_embedded

As mentioned in the Google Video, we also recommend submitting an XML SiteMap. For more information, see this page:
http://support.google.com/news/publisher/bin/topic.py?hl=en&topic=2527688&rd=1.

Another idea that emerges from the article is *citations*. If you have contacts with other online news sources, see if you can encourage those sources to publish articles based on your stories and provide citations back to your article.

Graphics: When a graphic is included with an article, we recommend incorporating the keywords into the image name, alt text and title attribute. Your title attributes are the same as the captions under the photos; if it's awkward to always include the town name and keyword in the caption, then perhaps you can manually override the title attribute.

Using an example from an article on Chatham girls lacrosse, this is the image name you're using:
carousel_image_f5a2ff9961ab49fadd6f_chatham__after_seventh_goal_glax_833.jpg

We suggest using the words girl's lacrosse instead of the abbreviation glax, and also using hyphens to separate the words instead of underscores. The name is pretty long as it is, so maybe you could remove the words "after seventh goal" and use this instead, assuming the number 833 is a unique identifier:
carousel-image-f5a2ff9961ab49fadd6f-chatham-girls-lacrosse-833.jpg

Outbound Links: The article headlines are links.

Link Title Attributes: Links should have title attributes that inform the visitor where the link goes. We suggest applying a title attribute to each link that goes to a news article, perhaps it can just use the town name and news category, for example, Sports and Recreation News - New Providence, NJ 07974.

Sample Calendar Event Page

These recommendations should apply to all town calendar pages, substituting the town name and zip code as appropriate.

Keywords: The keywords for this page are
• **New Providence**
• **07974**
• **(event keywords)**

Page Title: Currently when you select a town on the Events page, the Page Title says **Showing All Calendar Events**. If possible, this should say **All Calendar Events for New Providence, NJ**

Page Filename: The filename that appears when you select a town on the calendar page is **new-providence/events** which is fine.

Meta Description: Content should be **Calendar of events for New Providence, NJ 07974 from TAPinto.**

Keyword frequency: This page will be made up of events, following our instructions on including keywords in the headlines of the events should insure that the keywords are mentioned enough times on the page.

Content Suggestions:
The best way to optimize the calendar pages is to optimize the individual events. We noticed your event headlines become the page filenames and page titles, so it's important for the event headlines to include the town name and other keywords whenever possible.

Graphics: It doesn't appear that graphics are used on the calendar pages. However, if you do use a graphic for an event, you should incorporate the keywords into the image name, alt text and title attribute as recommended above in the Topical Page recommendations.

Outbound Links: The event headlines are links.

Link Title Attributes: Links should have title attributes that inform the visitor where the link goes. We suggest applying a title attribute to each link that goes to a event, perhaps it can just use the town name and event category, for example, Business & Finance Event - New Providence, NJ 07974.

Business Directory Page

These recommendations should apply to the various business listings for all the towns, substituting the town name and zip code, and the business category.

Keywords: The keywords for this page are
• **New Providence**
• **07974**
• **(the appropriate business category)**

Page Title: The page title for the main Business Listings page should be **Business Listings for New Providence, NJ**

Page Filename: The filename that's generated when you select towns and categories is fine; however you should change **business_listings** to **business-listings**

Meta Description: Content should be **Business listings for New Providence, NJ 07974 from TAPinto.**

Keyword frequency: This page will be made up of business listings, following our instructions on including keywords in the business listings should insure that the keywords are mentioned enough times on the page.

Content Suggestions:
The best way to optimize the business pages is to optimize the individual business listings. Your current business descriptions include the town name but not the business category, so we suggest including that.

We would also like to point out that your business listing search doesn't appear to be working properly. If you select a town name and a business category and click on search, you would expect to get a listing of businesses in a certain category in a certain town. However, you get an error saying the site is having technical difficulties.

Graphics: We recommend including a logo with each business listing, and using keywords in the graphic name, alt text and title attribute. Using this example from Cramers Carpet One in Madison, here is what we would do:

Change the image name from **business_listing_0eb151a4b9f63e56b459_cramerlogo.jpg** to **business-listing-cramers-carpet-one-madison-nj.jpg**. Notice we have added the business category before the business name, and the town name after and have replaced underscores with hyphens.

Give it alt text saying Cramers Carpet One provides carpeting and other floor coverings in Madison NJ and a title attribute saying Cramers Carpet One in Madison, NJ.

Link Title Attributes: Links should have title attributes that inform the visitor where the link goes. We suggest applying a title attribute to each link that goes to a business, perhaps it can just use the town name and business category, for example, Carpeting - Madison, NJ 07940

Linking alert: We have found a number of links that refer to pages at thealternativepress.com instead of tapinfo.net. As an example, the link for

D'Amico Landscaping & Construction Inc. Points to http://www.thealternativepress.com/damicobusinesslisting.jpg and anyone clicking on that link gets a 404 Page Not Found error. Broken links like this are a negative ranking factor and need to be fixed.

Resources Page

We'll begin your link building program as soon as possible. Some of the web sites we ask to link to you may request a "reciprocal link" back from your site to theirs. Those links, should you choose to grant them, belong on your Resources page. We recommend you create a page called Resources or Links, and possibly create different section for different categories of links, for examples "Towns in Our Coverage Area" or "Businesses We Like."   Just so it's not blank in the beginning, you may want to add links to the websites for the towns you cover. Here are some examples:

New Providence
http://www.newprov.org/

Berkeley Heights
http://www.berkeleyheightstwp.com/

Millburn
http://www.twp.millburn.nj.us/

Chatham Borough
http://www.twp.millburn.nj.us/

Please note the URL should *not* be visible on the page; the town name or site title should be a link to the URL. We also suggest these sites open in a new window so visitors can easily get back to your site.

Site Map

The site map is like the index of a book. It's an alphabetical list (possibly segmented by subject) of all the information on your web site. Each item on the list links to the page where the subject is discussed. This is another place where the keywords can be incorporated. In the list below, any links featuring our keywords should point to the page we're optimizing for that keyword. Other links in the suggested site map will be to non-optimized pages (the Contact page, Terms of Use, etc.).

About TAPinto
Advertise on TAP
Advisory Board

Arts & Entertainment News
Basking Ridge
Berkeley Heights

Bridgewater-Raritan
Business Listings
Business & Finance News
Calendar
Chatham
Clark
Classifieds
Columns
Contact Us
Contribute Content
Cranford
Directory
East Brunswick
East Orange
Edison
Education
Elections
E-News Letter
Events
Food & Wine News
Garden State Green News
Giving Back
Government
Hardyston
Health & Wellness News
Home & Garden News
Home
Hopatcong
In the Schools News
Law & Justice
Livingston
Login/Register
Lower Providence
Madison
Millburn/Short Hills
Milltown/Spotswood
Montclair
Montville

Morristown
New Providence
Newton
North Penn
North Plainfield/Greenbrook
Opinions
Orange
Paterson
Plainfield
Police & Fire
Press Release
Privacy Policy
Randolph
Real Estate
Religion & Spirituality News
Resources
Roselle/Roselle Park
Roxbury
School Sports News
Scotch Plains/Fanwood
Sign up for Email Alerts
South Orange/Maplewood
South Plainfield
Sparta
Sports
Start TAPinto in Your Town
Summit
Sussex
TAP in the News
Terms of Use
TAPinfo.net Home Page
Useful Links
Vernon
Warren
West Essex
West Orange
Westfield

As you optimize additional pages in the future, or if you add new pages in the future, they should be reflected in your site map. In the above list, where each link should point should be pretty clear. The new keyword-rich links are as follows:

- The Advertise on TAP link points to the Advertise With Us page.
- The Classifieds link points to the Classified page.
- The Columns link points to the Columns page.
- The Directory link points to the Directory page.
- The Education link points to the Education page.
- The Elections link points to the Elections page.
- The E-News Letter link points to the E-News Letter sign up page.
- The Events link points to the Events page.

- The Giving Back link points to the Giving Back page.
- The Government link points to the Government page.
- The Law & Justice link points to the Law and Justice page.
- The Opinions link points to the Opinions page.
- The Police & Fire link points to the Police and Fire page.
- The Press Release link points to the Press Release page.
- The Real Estate link points to the Real Estate page.
- The Resources link points to the Resources page.
- The Sports link points to the Sports page.
- The Health Club Consulting link points to the Home page.
- The Start TAP in Your Town link points to the Start TAP page.
- The Useful Links link points to the Useful Links page.

Conclusion

Feel free to discuss any of the above with me at any time. There's a bit of leeway in these recommendations, but in general, the above will give you a sound basis for optimizing these pages.

Of course, please call or email with any questions.