

SEO for Beginners Guide

BASICS OF SEARCH ENGINE OPTIMIZATION

Step by step guide for Search engine optimization in order to help your site display top in any of the search engine results page.



www.webnotes.com

Learn Step By Step SEO Basics

More than 80% of the websites available in the internet are not optimized for the search engines. The reason is that the webmasters are scary and confused about SEO and leave the task half way before reap the benefits from their sites. You just need some patience to understand and apply things in your site and of course every search engine needs some time to update their search database after you did changes to your site.

Here is a simple step by step do it yourself guide for optimizing every part of your site for the search engines.

1. **SEO for URL Structure**
2. **SEO for Page Titles**
3. **SEO for Meta Description**
4. **SEO for Site Navigation**
5. **SEO for Site Content**
6. **SEO for Images**
7. **SEO for Crawlers**
8. **SEO for Mobile Sites**
9. **SEO for Site Promotion**

1. SEO for URL Structure

Make Your URL Structure SEO Friendly

If you think what is in URL then this article is for you. The name and structure of an URL decides the search ranking of the site in search engine results page. If a search engine can understand the correlation between the URL, content and the search keyword then it is guaranteed that the page will appear top in the search.

Simple and descriptive URLs will easily convey the purpose of the web page both to the users as well as to the search engines. This will also help to organize and categorize the content accordingly and the search engines crawlers can understand the sitemap of your site with ease. Extremely long and confusing URLs with few words as the one shown below may frighten the user to think whether the site is trustworthy or not.



Confusing URL Structure

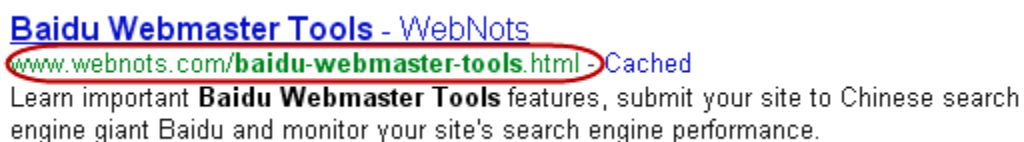
In other words, the user will tend to read and share a descriptive URL as the one here. The user can also easily remember the URL and check it later.



Good URL Structure

URL is displayed in Search Results

Finally, URL of a webpage is displayed in the search results of any search engines. In Google the URL is shown in-between Page Title and Meta Description and the keyword in the URL is also highlighted.



URL Display in Google Search

Use hyphens (-) in the URL for the search engines to understand properly and avoid continuous words or using underscore (_).

Good one – <http://www.webnotes.com/seo-for-meta-description.html>

Bad one – <http://www.webnotes.com/seoformetadescription.html>

Bad one – http://www.webnotes.com/seo_for_meta_desscription.html

If you are using dynamic URLs it is recommended to rewrite the same to static ones so that the search engines can index it easily.

Dos and Don'ts with URL:



Dos

- URLs containing descriptive words relevant to your site's content and structure are easier for the users to remember and navigate

- Using structured approach helps you to classify your content and easy makes it easy for visitors to know where they are at on your site
- Use appropriate 301 redirects to direct users to the appropriate pages in your site
- Use 404 redirect to inform the user about an alternate page in your site that the user may be interested in or mentioning the home page URL will inform help the user to visit the home page



Don'ts

- Lengthy URLs with confusing parameters like numbers or session ID
 - Using generic page names like "untitled.html" or "page1.html"
 - Stuffing unnecessary keywords in the URL may lead search engines to demote your site
 - Nesting of pages like ".../page1/page2/page3.html"
 - URL names having no relation to the content
 - Odd capitalization of URLs, better to have a lower case URLs which helps the user to remember easily
-

2. SEO for Page Titles

<Title> Tag

<Title> tag is used to indicate the title of a Webpage. This is having more importance since both search engines as well as the users will come to know about your topic only based on the title of a webpage.

Since every page of your site may have different content, you need to use unique and relevant title for each page in your website. <TITLE> tag should be placed inside <HEAD> tag in your webpage's HTML.

For Example, if you sell a greetings card under the business name WebNots, the following title tag can be used:

```
"<HTML>
<HEAD>

<TITLE> WebNots Greetings – Buy Cards, View Gallery,
Check Price </TITLE>

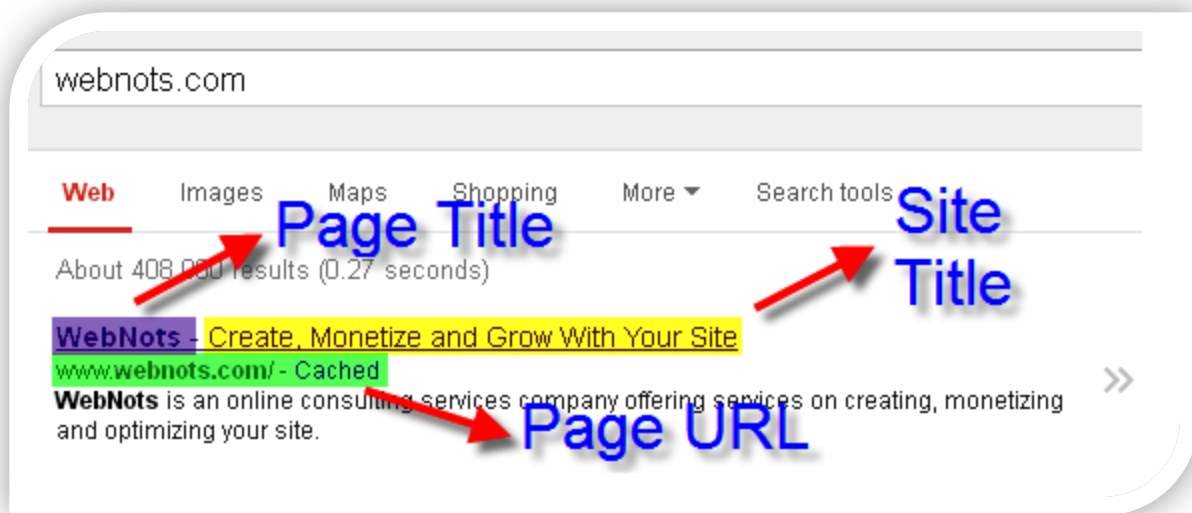
</HEAD>
<BODY>

<<<< Main Content of Your Page >>>>

</BODY>
</HTML>"
```

Titles are displayed in Search Results:

A search result in Google has the following format:



Google Search Results Format

There are totally four parts in the basic search results:

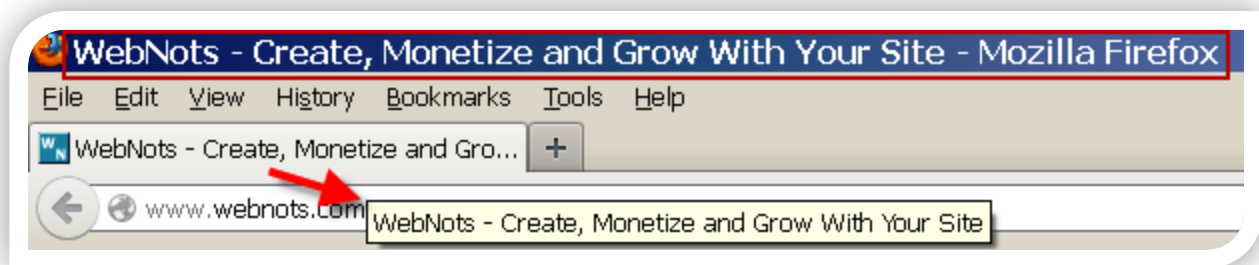
1. Page Title inside <Title> tag in your webpage
2. Site Title inside <Title> tag in your Home Page
3. Page URL of your webpage
4. Page Description used inside <META> tag of your page, if the description is not sufficient length then the first few lines of the page content will be shown in the search results

The search result could be your home page or another page from your site based on the content and the search query and search query words are highlighted in the search results. It is very important to make sure you have a Page Title as well as Site Title and they are relevant to the content.

When the user evaluate his search query matches your Title, the more chance he will click and check your site content. If you do not have appropriate titles then there is a less chance that the user will click

your site even though your content is of high quality and all your efforts to make a unique content will end in vain.

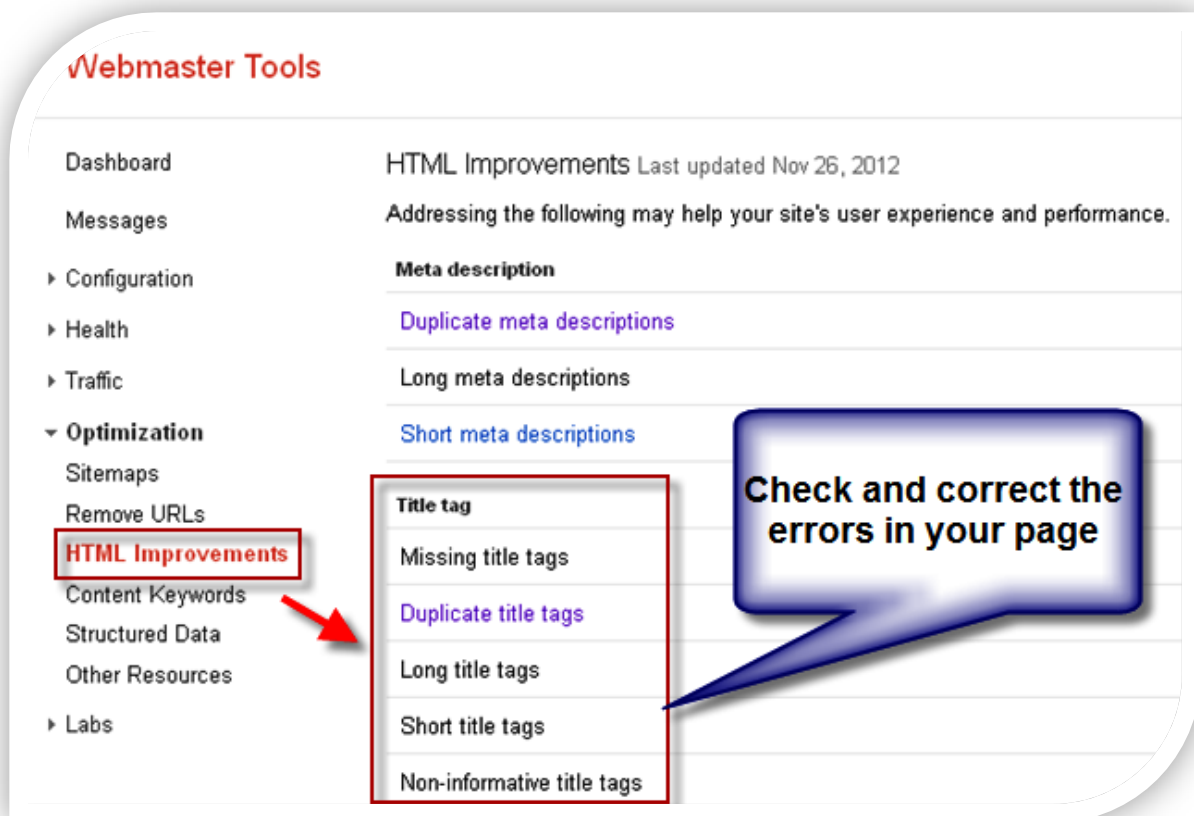
More importantly your page title is also displayed in the web browser when your page is opened. Most of the time users open more than one search results, started checking one page and tend to forget the other opened pages. Your title shown in the browser's tab as well in the top gives quick information to users and make him read your content.



Title Tag Shown in Browser - Firefox

How do I Check issues in Title Tags of my Website?

Well, if you have a 100 pages site, it is really a difficult task to check or change page by page titles. Here comes the use of Webmaster Tools. Login to your Google Webmaster Tools account and navigate to HTML improvements section under Optimization.



Title Tag Improvements in Google Webmaster Tools

Webmaster Tools provides errors in your titles and the number of occurrences with detail. The issues are classified under Missing titles, Duplicate titles, Long Titles, Short Titles and Non-Informative Titles. You can check each of the errors and rectify it.

Learn More Features about Google Webmaster Tools [here](#).

Dos and Don'ts with Page Title:



Dos

- Make your title effectively connects the user to your page content
- Use unique and separate title for each and every page of your site
- Use your site title different than your page title
- Use short and meaningful titles



Don'ts

- Generic titles like "Untitled" or "New Page"
 - Single title tag for all or most of the pages
 - Stuffing unnecessary keywords
 - Very long titles which can't be shown in the search result area
-

3. SEO for Meta Description

Use Description Meta tag for SEO

Description Meta tag of a page gives the summary of your page content to every search engines. As we discussed, a Page title may be of few words within which it may not be possible to define a summary of your content, whereas description Meta tag might be a bit longer in length having few sentences or a short paragraph. Description Meta tag is placed within the <head> tag of a HTML document as shown:

```
"<HTML>
<HEAD>

<TITLE> WebNotes Greetings – Buy Cards, View Gallery, Check Price
</TITLE>

<META name="description" content="WebNotes provides large varieties of
greeting for every occasions. Our prices are cheaper and competitive and we
also deliver at your door">

</HEAD>
<BODY>

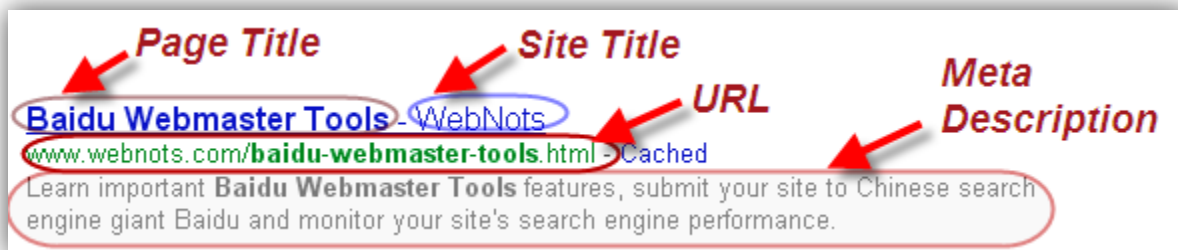
<<<< Main Content of Your Page >>>>

</BODY>
</HTML>"
```

Description Meta tag is shown in Search Results

Generally search engines show the description Meta tag of a page in search results which helps user to understand about your page content. If you used very short description then few lines from your

page content is also shown along with Meta description. The search query is highlighted in all the part of search results.

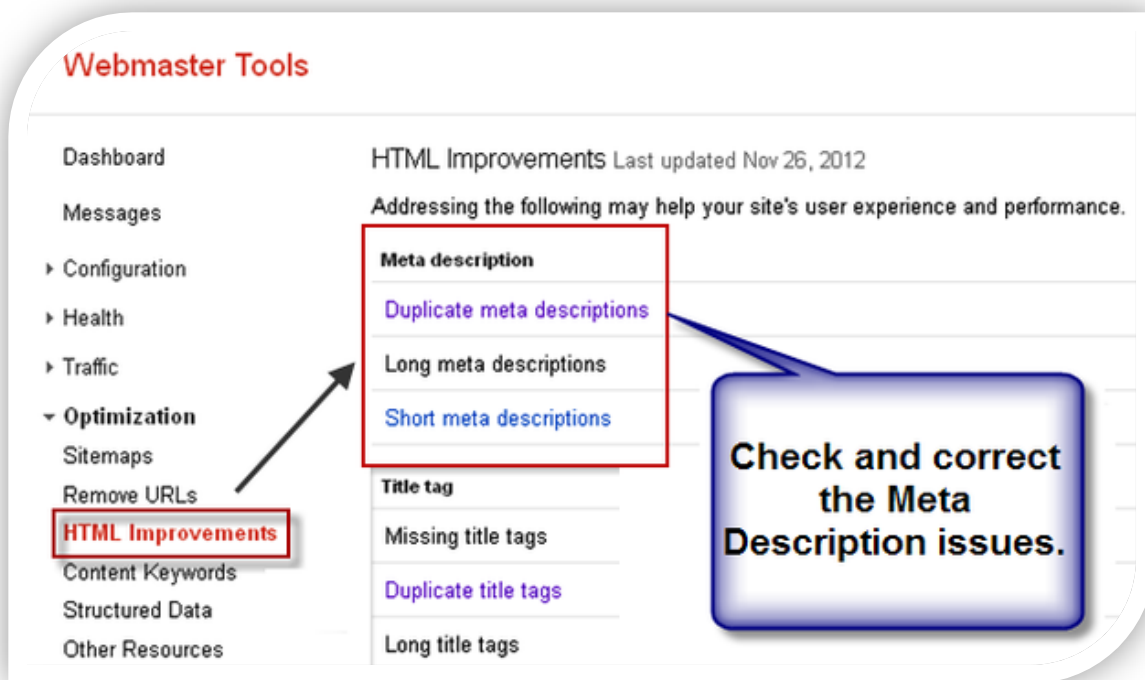


Meta Description Display in Google Search

Note sometimes instead of Meta description search engines may use a snippet of your content or description of your site from web directories like DMOZ based on the search query matching.

How do I check issues in Description Meta Tags of my Website?

Google Webmaster Tools provides an analysis which tells you the various issues of your Meta tag like short description, long description and duplicated Meta tags. To check, login to your [Google Webmaster Tools](#) account and navigate to HTML improvements section under Optimization.



Meta Description Improvements in Google Webmaster Tools

Dos and Don'ts with Description Meta Tag



Dos

- Write a description which will increase the user interest to check your site when they see your description in the search results
- Unique description for each page informs both the search engines as well the users about each of your pages
- When multiple pages of your site are shown in a single search result page, users will ignore the important page if all the description are same
- Use auto description meta tag generation methods based on page content if your site has many pages



Don'ts

- Unrelated description meta tag to the content of a page
 - Generic descriptions like "This is a web page" or "Page about greeting cards"
 - Description stuffed only with keywords
 - Single description for all or most of the pages
 - Inserting the whole content of a page into the description meta tag
-

4. SEO for Site Navigation

Structure Your Navigation Simple and Easy

One of the difficult tasks for the webmasters is to maintain the navigation structure of their site as the site grows in pages. It is very important to decide the navigation style based on your future needs and structure it in your site, this helps in three ways:

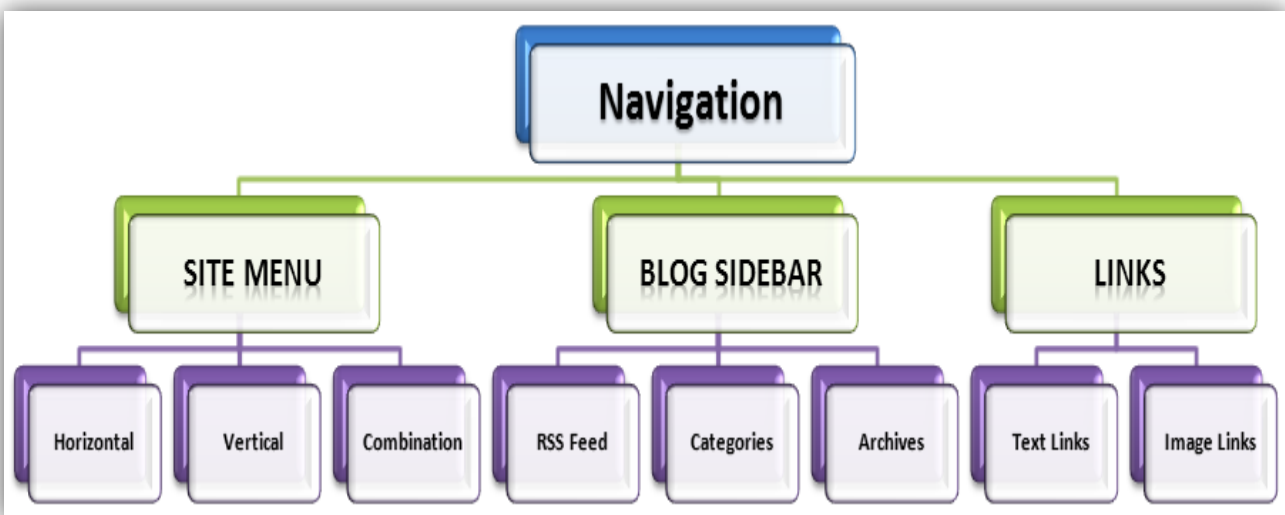
- You as a webmaster can easily control the entire structure of your site which helps adding, removing and modifying the pages easy.
- Users can easily find the relevant and categorized content they are looking for.
- Finally, search engines can also index your pages category wise and show it in the search result with sitelinks. For example Google searching “Bing” will show you the below result which is the power of structured navigation.



- Even though search engines show the search results at page level, structured navigation helps search engines understand the importance of a particular page compared to the entire site content as the webmasters think.

Choose Your Navigation Style

Navigation consists of two major things – one is your site menu or blog sidebar and the other is your site links. Choose your menu as horizontal or vertical which suits best to your content design and easy grouping. Link your internal pages sensibly through your text content and images.



Site Navigation Style Options

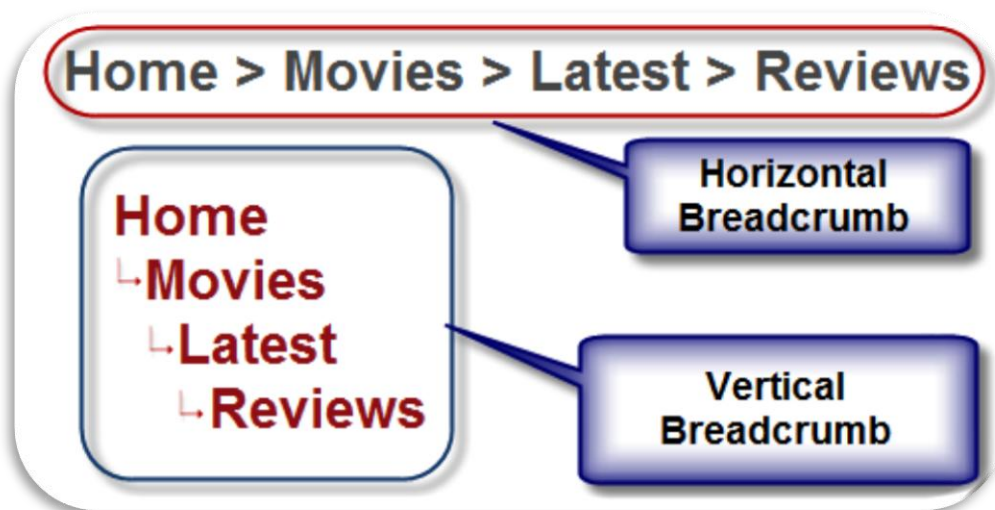
Once you decided your menu navigation style then the step starts with grouping your pages. Every site has a home or index page which is ideally the starting point for you to think how the visitor will go from your home page to a topic specific page. If you have enough content about a specific topic then it is a good idea to create a describing

page for all your related content. The structure could be something like this:



Site Menu with Describing Page Link

If you have many hundreds of pages classified under various categories then it's a good idea to use breadcrumbs. A breadcrumb is an additional navigation link to help the user to understand where exactly the page he is looking currently is located in the site. This also can be horizontal or vertical and placed based on the content design. Some examples of breadcrumbs are shown here:



Breadcrumbs Examples

Make Your Partial URL Work

Sometimes users try to remove the last part of your URL to navigate one level up in your site structure.

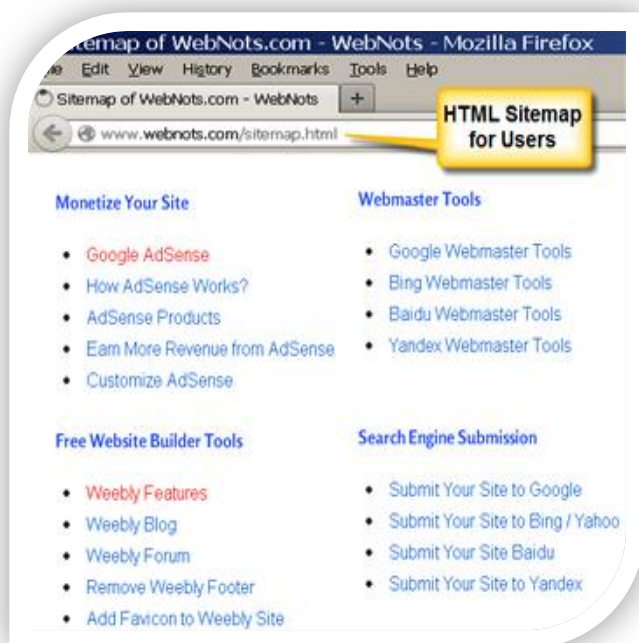
For example a user visiting a URL "http://www.news.com/news/hotnews/recent.html" may try "http://www.news.com/news/hotnews/" assuming to see all hot news. You have two options in this case – one is to prepare a custom 404 page to show and the other is structure your site accordingly.

HTML and XML Sitemaps

Sitemap is a guide for the users and search engines to instruct how your site's pages are categorized and structured. You need to create two sitemaps one in HTML format and the other in XML format. HTML sitemap is to be placed in your site as a sitemap page which is targeting to guide the users to navigate through your site quickly. XML sitemap does the same function but for the search engines.

Webmasters tools account facilitates you to submit your XML sitemap to the search engines, every search engines like [Google](#), [Bing](#), [Baidu](#) and [Yandex](#) offers their own webmasters tools platform for the site owners to submit their XML sitemaps. XML sitemap also inform the search engines about your preferred domain whether you want to show "http://example.com" or "http://www.example.com".

Nowadays most of the hosting services offer auto sitemap for your site or you can use any of free sitemap generators available in the web. You also have an option to make a simple URL list of your site on your own and use it as a sitemap. Here is an example of this site's HTML and XML sitemaps:



HTML Sitemap for User Navigation



XML Sitemap for Search Engine Navigation

Use Custom 404 Page for Your Site

Over the period of time maintaining a site with lot of pages grouped into categories becomes very cumbersome task and leads to many broken links in your site. Site updation is an important cause for broken links, when you change a page's URL the existing links to your old URL will become invalid and most importantly search engines need lot of time to remove your old URL from the search results even though your new URL might be indexed. In normal scenario both of your old and new URLs will be shown in the search for sometimes and the users clicking on your old URL will end up in seeing a 404 Page Not Found page.

The other reason could be user entering a wrong URL in the address bar directly taking him to 404 page. The purpose of custom 404 page

is to guide the users in such a page not found cases to retain them in your site.

You can use any broken link checker tools is available in the web to make sure your site is not having any broken links otherwise you can regularly check your Webmaster Tools account to check which page is causing a 404 error and rectify it accordingly. You can provide a link to your home page and other popular related contents in your custom 404 page.

If you are not sure what to link in your custom 404 page simply use Google's 404 widget. This widget can be embedded in your 404 page and automatically populate useful links.

Dos and Don'ts with Your Site Navigation:



Dos

- Select your navigation style that suits you content, meshing too many visible menus will confuse the users
- Use internal text links effectively to connect your own pages
- Use contextual links to navigate from one page to another page of your site; this will help search engines as well as users to navigate easily throughout your site.
- Using 404 page effectively and hiding it from the search engine.



Don'ts

- Relying completely on the menu for navigation without any contextual links guiding the users and the search engines from one page to another page.
 - Using complex navigation styles like inserting navigation menus in-between the content.
 - Using flash and image files for navigation, some of the browsers do not support flash content hence users will be lost on your site.
 - HTML Sitemap with out of date broken links.
 - HTML Sitemap with simple URL list without organizing them into categories.
 - 404 page without any further links for the user to navigate and allowing search engines to index your 404 page.
-

5. SEO for Site Content

Quality content is the strength of your site

For every single topic you can find thousands of search results in search engines. In order to perform well in the search engines and stand out in the crowd the primary requirement is that your site should have quality and your own content. Copying the existing content helps neither the users nor the search engines and in long run your site will be marked as webspam by search engines and disappear in the search results. Contrary to this quality content helpful to the users will automatically become more popular with the social media sharing.

The point is standing out in the search engines at the same time providing quality content and there comes the importance of keywords. Writing quality content without high impact keywords is of no use from search engine optimization perspective. Look for different words a user might search for your content and make sure those words are appropriately used in your content.

How to Analyze Keywords for your site?

[Google AdWords](#) Keyword Tool is one such a keyword analysis tool helps you find out variation in keywords with local and global search volume for each keyword. You can use this tool without registering for AdWords account and make sure the highly searched keywords are part of your content.

Another simple way is to use the top search queries brought traffic to

your site from the [Webmaster Tools](#) account. This helps you to adjust your site's content by understanding the preferences of the users. If you want complete in depth analysis of your content then [Google Analytics](#) is the best fit helps to identify geography wise traffic to your site along with top landing pages.

All of these tools are free to use and helps webmasters to optimize their content to fit best for the search engines as well as users. Following are the best practices consolidated for the benefit of webmasters to help providing a friendly content to user and search engines.

- **Use simple language in your content:**

Offering your content in simple and readable format will attract more users. For an English site, it is very important to use a simple words generally used by majority of the people instead of using jargons specially used in your local region. Note most of the users are not a native speaker of English and it makes very difficult for them to understand a complex sentences if used in your site. It's always advised to stay around your content instead of writing each and everything in your site. This helps the users in a great way that they are in a right place for what they are searching.

- **Update your site with fresh and unique content**

While fresh content helps the existing visitors to come back it also brings new visitors to your site. Search engines also give priority to the sites which are getting updated regularly over the static content sites not updated for years.

- **Make content for users and not for search engines**

The word **SEO** means optimizing your site for the search engines and not creating your site only for the purpose of displaying top in the search results. Most of the top listed high page ranked sites not primarily reached through search engine route. For example, no one will search for Facebook to login that is the power of making content for the users. Create your site with **easy navigation** while offering visitors need is what you need first before optimizing for search engines.

- **Design Your Content**

Choosing appropriate navigation style and site layout adds more value to your content. Since links are unavoidable part in every site using suitable methods for anchor text ensure more visibility about the link. Anchor text is the visible text displayed for a link as shown below:

```
<a href="...example.html"> Anchor Text </a>
```

This text will inform the users as well as search engines about the page linked, hence use descriptive text to provide required information about the page you are linking. Normally anchor texts are identified in blue color to differentiate between the regular text and the link, ensure proper colors are used to identify unvisited links, visited links and hover around.

Another aspect of content display is using heading tags to highlight important topics in a page.

Dos and Don'ts:



Dos

- Simple and readable content with effective anchor text and headings
- Analyze keywords and build site primarily for users
- Structure content in search engine and user friendly way



Don'ts

- Content with spelling and grammar errors and Pages without headings and alignments
 - Copying existing content and use of copy righted material without permission
 - Annoying use of stuffed Keywords only for the purpose of SEO
 - Hiding content to users and showing to search engines by displaying it in the white color or making the font size zero
 - Generic anchor texts like “internal page” or “Home Page” and links look like a regular text
-

6. SEO for Images

Image Optimization for Search Engines

Optimizing images in your site is as equivalent as optimizing your content and HTML tags. An attractive image can easily engage the users to read your content and mostly users use image search to find interested things in the web rather than web search.

Social networking sites like Pinterest and Instagram also using images to connect the interesting users around the world. Hence, it is a potential opportunity for webmasters to optimize the images in their site for search engines and pull traffic from it.

The below points are to be considered when you use images in your site.

1. Name of an image

Add a caption or name to every image in your site. This helps the search engines to understand your images and display it in the image search results.

2. Alternative Text (Alt attribute)

Providing alternate text to your images is the most important thing you are supposed to ensure if you use images in your site. Alt attribute allows you to provide an alternate text for an image in case if the image can't be displayed. When the browser does not support

your images for whatsoever reason the alt text is displayed instead of the image to inform the user about the image.



Alt Text in non-compatible Image

Another reason why you need to provide alt text is that when you use image as a link, search engines consider the alt text equivalent to the anchor text in the link.

3. Size of an image

Use appropriate size of the image so that the users can see it clearly. Providing very small or very big image make the user embarrassed and leave your site.

4. Placement of the image

Display your images in a place where users can see it easily and related to the content. Displaying unrelated images or displaying it in inappropriate place will make the user confused about the purpose of

the image. This is also applicable for the image ads if you display in your site.

5. Image folder in your site structure

Organize all the images in your site are under the same folder instead of spreading over in too many folders. This helps the search engine to look and grab all the images of your site in once place rather than looking in different places.

6. Appropriate image type

Use general supported image types like PNG, JPEG, GIF and BMP. Each image type serves different purpose and suitable for different occasions so check the quality and size of the images in your site and optimize accordingly.

7. Image Sitemap

If you use image as a primary source in your site then it's a good idea you can generate an image sitemap and submit to search engines in the same manner like a normal XML sitemap.

Dos and Don'ts with Images:



Dos

- Use descriptive name and alt text related to your content
- Provide alt text for image links



Don'ts

- Generic filenames like "untitles.bmp" or "image1.jpg"
- Extremely lengthy filename and alt text

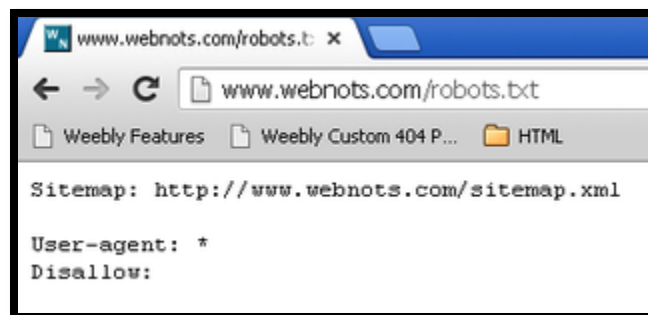
- Submit an image sitemap to search engines
 - Keyword stuffing into alt text
 - Extremely using image links for navigation
-

7. SEO for Crawlers

Inform Crawlers through robots.txt and Nofollow tag

Crawler or Spider is a piece of script used to collect the information of all the web pages available in the web. Search engine providers give them a name for the ease of understanding like Googlebot or Bingbot. The important part is that you as an owner of your site need to tell these crawlers what are the URL links to be indexed and what are the referring links from your site are to be considered by the search engine.

What is robots.txt?



Robots.txt display

A "robots.txt" is a text file in the root directory of every website which informs the search engines whether the webpage is allowed to be crawled or not.

You can simply enter "www.yoursitename.com/robots.txt" in the browser's address bar to view robots.txt file of your site.

Some of your site's pages may contain confidential information and if you do not prevent search engines to stop crawling those pages using robots.txt file then all those confidential details will be shown in the

search results to the public. Google Webmaster Tools offers a simple robots.txt generator to help you create this file.

In case of prevent crawling on your subdomains then you need to generate a separate robots.txt file for that subdomain.

Is that enough using robots.txt to hide sensitive information?

It is definitely not a highly secure way to hide your sensitive content from search engines just using robots.txt for the following reasons:

- As anyone can see the robots.txt file in the browser, some curious user may try to analyze the directories and judge the URLs you are hiding
- Some search engines do not follow robots.txt exclusion and continue to index your confidential pages
- Search engines will still show just the URL you blocked (without title and description) if there is a link somewhere on the web pointing your URL

Understanding rel="nofollow" for links

If you do not want certain links on your site to be appeared in the search engine then setting the value of the "rel" attribute of a link to "nofollow" will tell search engines that the link on your site shouldn't be followed. You need to add "nofollow" to "rel" attribute in your link as shown below:

```
<a href="http://www.spammer.com" rel="nofollow">Spammer</a>
```

Add No Follow



Adding No Follow Link

Where can I use Nofollow?

Nofollow can be used in many cases; here we explain some of the important cases:

- This is very useful to avoid spammy site links entered in the comment section of your blog since blog comment section is highly vulnerable to comment spam like the one shown below. By using No-follow in rel attribute to these links confirms that you are not giving your page's reputation to a spammy site. More over links to the spammy sites will also affect the reputation of your own site in the search engine results.

Comments:

Spammer said:

Thanks for the info.
Check my site [Hornyporn](#)

Jan 10, 2014 10:00PM

Spam
Link

Comment Spamming Example

- Nofollow will also be useful in forums, guest books and shout-boards. Most of the blogging and forum providers add nofollow to user comments by default otherwise you need edit your comments manually. You can also use comment moderation like entering CAPTCHA code or using social networking for comment login.
- Nofollow can also be useful when you are referring a link in your site but no interested in passing your outbound link reputation on to it.
- If you want to nofollow all the links on any of your site's page use "nofollow" in your robots meta tag, which is placed inside the <head> tag of that page's HTML as shown below:



Nofollow All the links in a Page

8. SEO for Mobile Site

SEO for Your Mobile Sites

As the world moves towards mobility optimizing your website for desktop search engines is no more sufficient. Note mobile search engines are different from desktop search engines hence the search results will be much different in your smart phones than what you see in your personal computers. If you are new to mobility here are the basics steps what you need:

- [How to Create a Mobile Site?](#)
- [How does a desktop site converted to a Mobile Site?](#)
- [What are the Mobile Site Builders available?](#)
- [How to monetize a Mobile Site?](#)
- [How to create a Mobile App for my site?](#)
- [What are the Mobile App Builders available?](#)

And Finally:

- How to optimize a mobile site for search engines? – Which we will discuss in this article.

Indexing Your Mobile Site in Search Engines

Once you setup a redirect in your desktop site to guide the users to your mobile site when viewed from mobile devices, the next important thing you need to do is to check whether your site is indexed in mobile search engines or not. Use “site:yoursitename” in any mobile device and make sure your all your site’s pages are indexed in the

search engines. If your site is not indexed then probably your site may have one of the below issues:

- **Mobile Crawlers not finding your site:**

Search engine's mobile crawlers need to crawl your site before index your pages in the search data base. If your site is new then you can use your webmaster tools account to check the issues in crawling your mobile site. Here is the way to check your Mobile Sitemap and Robots.txt file is accessible by crawlers or not. Login to your Google Webmaster Tools account and go to Health>Blocked URLs. As shown in the picture enter your site's URL, select the Googlebot-mobile and then press on the "Test" button.

The screenshot shows the 'Blocked URLs' section of Google Webmaster Tools. On the left, a 'Health' sidebar lists 'Crawl Errors', 'Crawl Stats', 'Blocked URLs' (highlighted in red), 'Fetch as Google', 'Index Status', and 'Malware'. Below this, a red box with the text 'Select the Mobile User Agent' has an arrow pointing to the 'User-agents' section. The 'User-agents' section shows two options: 'Googlebot : crawls pages for our web index and Google News' and 'Googlebot-Mobile:crawls pages for our mobile index' (selected). A red box with the text 'Enter Your Site URL' has an arrow pointing to the 'URLs' input field, which contains the placeholder text 'Provide Your Site URL'. A 'Test' button is located at the bottom of the 'User-agents' section.

Sitemap and Robots.txt Analysis for Your Mobile Site

The result will show you whether valid sitemap is detected by Google and what are the pages blocked by your robots.txt file.

- **Submit Your Mobile Sitemap:**

Create your mobile sitemap and submit to search engines using webmaster tools account. This will help the mobile-bots to understand your mobile content and crawl easily.

- **Access issue for mobile-bots:**

Your mobile site may stop the bots accessing your pages due to the reason that the mobile user-agent is not included in your site. Make sure your site is included with the mobile user agents (Googlebot-Mobile for Google) so that the mobile-bots are allowed to access your pages without any issues.

Make sure your mobile URLs are identifiable

After mobile-bots crawled your pages the next step is that mobile-bots verify your URLs are compatible with mobile devices. If your URLs are not compatible then search engines will ignore them without indexing. The important criteria for URL validation is the declaration of Document Type Definition (DTD) in your mobile site. Ensure DTD declaration in your site is using correct mobile setup like XHTML or cHTML.

```
<!DOCTYPE html PUBLIC "-//WAPFORUM//DTD XHTML Mobile 1.2//EN"  
"http://www.openmobilealliance.org/tech/DTD/xhtml-mobile12.dtd">
```

Document Type Definition for Your Mobile Site

Setup Your Mobile Redirect properly

Once you are ready with a mobile site the important point is to setup a redirect in your desktop site. This redirect will guide the users to take to your mobile site when viewed from a mobile device as well as inform the search engines the corresponding mobile URLs of your desktop pages. Two more additional points are to be considered here when guiding your mobile users:

1. Ensure your pages are equivalently matched in both desktop and mobile version. For example redirecting one of your desktop page contains particular product information to a home page of your mobile site is considered by the search engines as against the mobile webmaster guidelines.
2. Provide your desktop site's URL in mobile site and vice versa to ensure the navigation of one site to another. This is especially useful when your mobile site does provide all the information from your desktop site due to the size.

Same URL for desktop and Mobile Site

Some of the hosting services offer same URL for your desktop as well as mobile site. (For example – Weebly offers same URL as of now). In this case switching between mobile and desktop are controlled by the user-agent. Check your site in various mobile devices to make sure the design is working in all the devices otherwise you may need to choose appropriate mobile site builders like Dudamobile.

Cloaking

Cloaking is to show different content to search engine bots and the users in order to increase site ranking in the search. Cloaking is considered as a severe violation from webmaster's guidelines by the

search engines and as a result your site will disappear from the search results. So whether you are using same URL or different URLs for mobile and desktop sites make sure the redirects are appropriately set and the pages are showing relevant content.

It is absolutely fine to have different content in your mobile and desktop sites due to various reasons but the redirects should lead the users and the search engine bots to appropriate pages.

Dos and Don'ts with Your Mobile Site



Dos

1. Design your mobile content effectively to help the search engines and users to navigate easily.
2. Setup and test your redirects in various mobile devices.
3. Submit mobile sitemap in your webmaster tools account.
4. Make sure mobile URLs are accessible by mobile-bots.
5. Use correct DTD.



Don'ts

1. Avoid cloaking.
2. Congested mobile site stuffed with content.

9. SEO for Site Promotion

Promoting Your Website in Right Ways

Link building is an important part of website promotion as the sites with more external links are placed top in the search engines results page. Though people interested in your content automatically will link to your pages, this is always not guaranteed even for the very best content. Hence every webmaster needs to promote their site a bit in order to make it popular and to reach the interesting people in the world. Here we discuss simple and search engine friendly promotion methods to get more traffic to your site. Note over doing any of these promotion methods will result your site is being marked as webspam by search engines.

1. Use Your Blog

You can maintain a simple blog to announce a new product addition or new event in your primary site. The advantage of announcing it in a blog is that the blog feed can be made available through various feed readers and interested people can subscribe to your blog and start following your content.

2. Social Media

Social media is actually more powerful than an organic search and every social media companies want to bring their own search engine to the market. This makes a social promotion bit difficult for webmasters since major search engines like Google don't prefer social traffic from their competitors like Facebook.

For example if you are using AdSense ads in your site then you may be banned if some few repeat clicks are recorded from social media traffic.

Hence it is up to site owners to decide whether to go for a social media traffic or strict to other promotion methods like blog announcements, forum posting and offline promotions.

Learn more about social traffic [here](#).



Site Promotion Methods

3. Offline Promotion methods

Offline promotion methods help the user to get your latest content update without visiting your site every time. This includes email subscription, sending newsletter and using business cards.

4. Using Forums

Another important and easy promotion method is to find out the same interested communities that of your site and start sharing and receiving updates related to your content. This is as effective as organic searches since only the interested webmasters will be communicating with you and read your content. Find related forums of your site and start post your popular contents in the forums and build your community step by step.

Analysis Tools for Webmasters

It is not sufficient to just promote your site, every webmasters need to analyze their site traffic to make sure the promotion is working in a proper manner. Following are the site analysis tools freely available for webmasters:

1. Webmaster Tools

Every search engine offers free Webmaster Tools account to analyze the site for various parameters as listed. [Learn more about Webmaster Tools Here](#).

- What are the keywords bring traffic to your site
- Top landing pages in your site
- To find out crawling errors
- Submit sitemap and blog feed

If you wonder why your site does not appear in the searches without any valid reason, you can raise a Reconsideration request in Google Webmaster Tools account to get a review of your site from Google.

2. Google Analytics

Analytics is the foremost tool offers each and every part of your sites performance. You can easily monitor the results of your site promotion and adjust your activities accordingly.

For example you can find landing and leaving pages in your site for a particular search query. With this information you can identify the page users mostly leave your site and correct the content in that page to provide more useful information to the users. If you have chosen social media promotions then Analytics provide a clear differentiation between organic, referral and social traffic.

3. Ranking Tools

Alexa is one of the reliable site shows the number of links to your along with local and global traffic rank of your site. This gives an overall idea for webmasters about the traffic rate to their site and works on their site to improve the ranking.

Google PageRank is an another tool provides a quality of a webpage between the rank 0 to 10 which is also used by Google to decide a position of a page in search engine results page.

Dos and Don'ts:



Dos

1. Use own promotion methods in a limited and useful way
2. Use various tools to optimize the site for search engines



Don'ts

1. Using follow or like exchanges to get free followers
2. Buying links from high PageRank sites to increase your link popularity
3. Promoting every page content in a social media without much interesting topic
4. Entering spam comments in someone's blog or posting as many as links in the forums.

