OPTIMIZE FINDABILITY

1. Keywords in Body of Text
2. Embedding Object and Image descriptions to the “title” ad “alt” attributes.
3. Including **description** and **keywords** Meta tags. (use 3 or 4 keywords in the early part of the description; 7 of the most important keywords and key phrases) Unique for each page
4. Unique Page Titles with 2 or 3 keywords for every page(remember: engines might truncate it anyway)
5. Submit to Search Engines

* GOOGLE & AOL: [www.google.com/addurl/?continue=/addurl](http://www.google.com/addurl/?continue=/addurl) (FEB. 21, 2009 Submitted)
* YAHOO: <http://submit.search.yahoo.com/free/request>
* MSN: <http://submitit.bcentral.com/msnsubmit.htm>
* GOOGLE ADWORDS (FEE): <http://adwords.google.com>
* SUBMIT PRODUCTS FOR FREE on Google: <http://www.google.com/base/processstep1offerunauth?btnG=submit&enteredVerticalName=Products>

1. FAVICON – free editor at [www.favicon.co.uk](http://www.favicon.co.uk) (\*.ico) or download photoshop plugin from [www.telegraphics.com.au/sw](http://www.telegraphics.com.au/sw)