

Search Engine Optimization Tips

- 1) Analyze the business
 - a. Who is the target audience (age, gender, economic level etc.) as much as you can – this will define the style of language you will use on the pages and colors, pictures, size of the fonts etc.
 - b. Make a list of keywords that should be used throughout the pages of the website – bigger the list, better...should be at least 40 words or terms
- 2) Where is the current website stored/hosted? If it's a free web hosting, forget about Search Engine Optimization....search engines do not pay too much attention to these types of hosting.
- 3) Analyze the code and see if the keywords are being used in headings (<h1>, <h2> etc.), in the title tag, if there is meta description
- 4) Analyze the code again and see if there is not broken links (links going to nowhere, or pages “not found”)
- 5) Analyze the code again looking at any pictures and see if the pictures have the alt attribute with the description of the picture
- 6) The company needs to have presence nowadays in Social Media sites such as Twitter, Facebook, a blog...depending on what type of the company it is...because coupons, customers' feedback, relationships can be made via these type of sites and can increase the number of people that ends up visiting your website – this will generate also a lot of inbound links that will be coming from important websites (such as Facebook, Twitter, etc.). So, you need to evaluate what type of social media is better for the company to use and
 - a. If it will use Facebook – then create a Facebook account, then a Facebook page for the company – the owner of the company will need to use Facebook to promote his/her business and attract people all the time to his/her website
 - b. If it will use Twitter – create a Twitter account and then start following people so the tendency is that they will start following you if you once in a while tweet interesting facts that are related to your business and, of course, always put a link back to your website

9 Free tools to help you

- 1) Google keywords – to help look for keywords that you may then use throughout your pages especially in the title, headings, links etc. - <https://adwords.google.com/select/KeywordToolExternal>
- 2) Google wonder wheel – used to be a Google service that would provide graphical view for keywords you wanted to use – it has been closed
- 3) Keyword spy – a website to help you “spy” on keywords being used by your competitors - <http://www.keywordspy.com/>
- 4) SEO Tools – website with a variety of training and tips (some free, some paid) for search engine optimization - <http://tools.seobook.com/>
- 5) XML Sitemaps – This is a website to generate sitemaps for your website (sitemaps help with SEO) - <http://www.xml-sitemaps.com/>
- 6) Google Webmasters Tools – <http://www.google.com/webmasters/tools>
- 7) SEO Central’s Meta tags tool – you can have your page analyzed by this tool (not only the meta tags as the name suggests but also other parts of the page) - <http://www.seocentro.com/tools/search-engines/metatag-analyzer.html>
- 8) Yahoo! Site Explorer - <http://siteexplorer.search.yahoo.com/>
- 9) Google Analytics – To give you rich insights on the traffic to your website - <http://www.google.com/analytics/>