**Directory submission in SEO** is process of **submitting** our website URL on various business **directories** or web **directories** to create backlinks. Backlinks are used by search engines to improve ranking. If you have more backlinks to your website from relevant websites, ranking of your website will improve.

**Google** Search Console (previously **Google Webmaster Tools**) is a no-charge web service by **Google** for **webmasters**. It allows **webmasters** to check indexing status and optimize visibility of their websites. As of May 20, 2015, **Google** rebranded **Google Webmaster Tools** as **Google** Search Console.

The *Anchor Title* plays a very important role and is seen by most of the search engines. The anchor title should have appropriate keywords.

you need to ensure that the linked page does exist; otherwise it is called a broken link, which gives a bad impression to search engines as well as to site visitors.

Keep your title, keywords, link text, metatags up-to-date, unique, and interesting.

Use XHTML declaration statements to start every XHTML page:

<!DOCTYPE html PUBLIC

"-//W3C//DTD XHTML 1.0 Strict//EN" "DTD/xhtml1-strict.dtd">