

# SEO

**DO'S**

and

**DONT'S**

## Do's

- have responsive web design
- create naturally flowing page hierarchy
- include alt text images
- use webpage words in URLs
- use text for navigation
- use at least one keyword in page title
- use headings sparingly
- use short, descriptive headlines
- show useful 404 pages if webpage does not exist

## Don'ts

- use long headings
- write irrelevant meta descriptions
- use too many keywords in page titles
- use generic text such as click here etc
- have duplicate content over the web
- hide text from users
- use generic names in URLs

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