

## **Definition SEO: Search Engine Optimization**

The process of preparing files for and indexing (listing) a Website; making it "search engine friendly" so that the site can be more easily found on the internet.

## **Objectives: Recommendations for Search Engine Optimization**

*Higher Page Rankings*

### **1) Browser Page Titles.**

These are the titles at the top of the browser window, above the URL address field, not to be confused with titles on the page itself. These should be keyword intensive. Search engines (Web crawlers) look for them. We will work with you to select appropriate keyword titles for every page.

### **2) Keywords and Key Phrases within Page Text.**

What would a typical user type when doing a Google search?...if seeking information about the kind of services that **you offer**. We recommend doing a small survey with some of your clients to get ideas about which keywords to include in the site text- for search engine recognition.

### **3) Metatags.**

These are Keywords and Key phrases within the source code itself.

You can see examples of these, by selecting View/Source on a well optimized Website. Our programmer will insert them into the code.

### **4) Search Engine Submission**

Your site should be resubmitted to major search engines every 4 months, using a SEO vendor. This is a quick and easy process. We will guide you through the first submission so that you are prepared to do this yourself without having to contact us.

### **5) Alt-tags.**

These are keywords associated with the images on your site- also incorporated in the source code.

### **6) Periodic Updating of Content.**

We will update your site periodically with new material as per your request. Once again, Search Engines like to see updates- it means that the site (and business) is active and viable. Most economical to save and submit a number of updates at once as opposed to giving us one update at a time.

### **7) Link Exchange.**

A form of free advertising. Exchange your link with as many vendors and colleagues as possible.

The more your URL is recognized, the better. We would recommend a section on your site, (i.e. partners) just for links/

### **8) Paid Listings.**

Last but not least. In today's Web, this is where it's at with regard to improving one's rankings in Search Engine directories and pages. On Google and Yahoo, businesses can advertise and/or bid on keywords for guaranteed rankings- either with one time fees or monthly investments within a specified budget.