



26 WAYS TO IMPROVE YOUR SEO (SEARCH ENGINE OPTIMIZATION)

Search engines are constantly modifying their algorithms for searching, indexing and ranking content. The following are classic, "white hat" tips that can boost your site's visibility in search results and prevent your pages from being blacklisted.

DO

- **Do** build pages for users, not for search engines.
- **Do** provide unique and frequently updated content that gives users and spiders a reason to visit your site often.
- **Do** create a simple, clear text-based navigation scheme.
- **Do** implement the Google and Yahoo! site map protocols.
- **Do** identify keywords and keyword phrases with the highest potential to attract users who will convert to buyers.
- **Do** use a content management system that expedites ongoing SEO management and exports your content so that search engine spiders can easily crawl your site.
- **Do** review competitors' Web sites to augment your own keyword strategies.
- **Do** seek legitimate partner sites to build inbound links that will boost your Google PageRank™ over time.
- **Do** use "breadcrumb" navigation throughout your site.
- **Do** incorporate your keywords into your page: titles, header text, link text, body copy, site map and navigation links. (Do not use more than 6 repeats for any keyword per page.)
- **Do** make "locked-down" content accessible to search engine spiders.
- **Do** optimize your "alt" image tags.
- **Do** create user-friendly error pages.
- **Do** submit your Web pages to the leading search engines and directories.
- **Do** commit to ongoing SE monitoring and implementation of best practices.
- **Do** permanently "301" redirect any archived or moved content to its new location.

DON'T

- **Don't** focus solely on meta tags.
- **Don't** build pages with: frames, all Flash, Ajax, or all images.
- **Don't** use cookies or session ID's for search engine spiders.
- **Don't** use automated computer programs, such as WebPosition Gold™, that send repeated automatic queries to Google and other search engines to conduct searches, submit pages or check rankings.
- **Don't** participate in link schemes, link "farms" or unsubstantial paid placement programs designed to artificially increase your site's inbound link scheme
- **Don't** use hidden text, hidden links, meta, JavaScript or CGI redirects to present one page to spiders and another to users.
- **Don't** create "Mad Lib Spam" pages.
- **Don't** use misleading page titles.
- **Don't** create duplicate content.
- **Don't** create "doorway" pages.