

Website Search Engine Optimization Tips

Things to avoid:

- Splash pages
- Flash navigation
- Hidden text (e.g., white text on white background) – may get you blacklisted for spamming

Things to do:

- Include a page <title> with two or three keywords, maximum 60 or so characters
- Include <H1> text for page headers
- Menus should be text-based or DHTML, such as <http://www.smartmenus.org>
- Menu links should include descriptive keywords; for example, instead of: Accessories | Used Cars | About Us, use: BMW Accessories | Used BMW for Sale | More About xxx
- Create a sitemap; if site is small enough, include title and description for each page
- Separate file names with underscores; otherwise engines treat it as one word
- Bold your target keywords on the page
- If site is large or dynamic, create a Google sitemap: <http://news.stepforth.com/2006-news/Google-XML-Sitemaps.shtml>
- Include keyword-rich ALT tags for images
 - For logo, use alt="copy name logo"
- Keep directory structure relatively flat (no more than three levels), with file and directory names having targeted keywords
- Create keyword-rich permanent body copy, two to three sentences and 250 words for category pages
- If you have links that you DON'T want search engines to follow, add attribute: "rel=nofollow." For example, if engines see many questionable outbound links, they will view your site as untrustworthy.
- Meta tag description content is still very relevant (meta tag keywords is fairly obsolete)
- Often first 25-30 words of site are used as description
- Include critical keywords closer to the beginning of META tags. Increase the keyword weight by removing least relevant keywords
- Page will be more relevant if your keyword appears at the end of the visible text (last 50 words).

Notes:

- Google treats sites existing >3 months differently. Creating massive amounts of inbound links <3 month-old site might prevent you from joining the main index.
- Publish an article or press release and have it syndicated by a press release dissemination service, such as PRWeb.com.

Tools:

- Spider Simulator, checks site for code optimization: <http://tools.summitmedia.co.uk/spider/>
- Add your business to Google Maps for free: <https://www.google.com/local/add/login>

Add manually to:

- Open Directory, <http://www.dmoz.org>
- <http://www.butlerwebs.com>
- <http://pennsylvaniavisitorsnetwork.com/>
- <http://www.indianapa.com> (may not be updated)
- <http://www.city-data.com/profiles/add> (from <http://www.city-data.com/city/Indiana-Pennsylvania.html>)