

Web Site Search Engine Optimization (SEO)

Simple SEO Strategies:

It is important to regularly analyze and improve your own strategy, and monitor results in SERPs (search engine results pages) on Google, Yahoo, and MSN. There is no document that can improve your intuitive understanding as well as doing it yourself.

- Define key phrases for your site that you can target in the search engines. Make sure you target key phrases that are included in your website. This could be any amount of terms, up to your 45 word limit, depending on the nature of your site. Usually 5-10 primary phrases. If your site already has search engine traffic, use the phrases that you are already being ranked for. This will improve your SERPs.
- Use key phrases regularly in content, URL, titles, etc. Keep it natural, though. Don't SPAM your key phrase everywhere, and be sure to include lots of other natural content and words that are related.
- Always update your website's content.
- Optimize your URLs with our *Friendly URL package* (includes the product name in the URL).
- Obtain relevant backlinks. This means putting links to your website on other websites with similar content to yours. These websites should have good PR, traffic, age, popularity, etc. It is very important that these links are relevant. Relevant links are important for SERPs, so if you're optimizing your website, it is best to use backlinks on websites with content similar to your own. Links from a content-rich section of a site are generally better than areas saturated with links, like a list of links in the footer of a site. Site-wide links increase link popularity, but need to be complemented with homepage/single-page links. A good mixture of both is best.
- Deep-link URLs. Create backlinks that link to individual pages within your website in addition to links pointing directly to the home page.
- Remove any unnecessary internal links, with the exception of having a few links for top-level pages (such as in the header, menu, and footer).
- Use Google to find tools such as PageRank checker (<http://www.prtool.info/pagerank-checker.php>), link popularity checker, and SERP checker to keep track of and maximize performance.

Obtained from article at <http://www.gabrielharper.com/2007/02/10-simple-seo-strategies/>

How to optimize your site for Google's organic search

- Submit it to Google at <http://www.google.com/addurl.html>.
- Submit a Sitemap using Google Webmaster Tools. Google uses your Sitemap to learn about the structure of your site and to increase their coverage of your web pages.

Are you using Google's Webmaster Tools, or even Google Analytics? Both are free tools that will help you monitor and understand your traffic.

Content Guidelines

- Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.

- Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.
- Use very descriptive, information-rich content when describing an item.
 - If you are selling snowboard bindings, don't just describe the item as snowboard bindings. Tell the user as much detail as possible. For example:
 - BASEPLATE: Single-Component Carbon Fiber/Nylon Composite
 - HI-BACK: Canted Living Hinge™ Carbon Frame Hi-Back
 - STRAPS: Ultrastrap Air™ and NEW Ultra Capstrap™
 - BUCKLES: Dual-Component Smooth Glide™ Buckles
 - CUSHIONING: Gapless Baseplate Padding™, NEW Under-Baseplate Dampening Pad [50% Lighter], and B3 Gel Heel Cushioning
- Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
- Try to use text instead of images to display important names, content, or links. The Google crawler doesn't recognize text contained in images. If you must use images for textual content, consider using the "ALT" attribute to include a few words of descriptive text.
- Make sure that your <title> elements and ALT attributes are descriptive and accurate.
- Check for broken links and correct HTML.
- Keep the links on a given page to a reasonable number (fewer than 100).

Quality Guidelines

These quality guidelines cover the most common forms of deceptive or manipulative behavior, but Google may respond negatively to other misleading practices not listed here (e.g. tricking users by registering misspellings of well-known websites). It's not safe to assume that just because a specific deceptive technique isn't included on this page, Google approves of it. Webmasters who spend their energies upholding the spirit of the basic principles will provide a much better user experience and subsequently enjoy better ranking than those who spend their time looking for loopholes they can exploit.

Quality guidelines - basic principles

- Make pages primarily for users, not for search engines. Don't deceive your users or present different content to search engines than you display to users, which is commonly referred to as "cloaking."
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"
- Don't participate in link schemes designed to increase your site's ranking or Page Rank. In particular, avoid links to web spammers or "bad neighborhoods" on the web, as your own ranking may be affected adversely by those links.
- Don't use unauthorized computer programs to submit pages, check rankings, etc

Quality guidelines - specific guidelines

- Avoid hidden text or hidden links.
- Don't use cloaking or sneaky redirects.
- Don't send automated queries to Google.
- Don't load pages with irrelevant keywords.
- Don't create multiple pages, subdomains, or domains with substantially duplicate content.

- Don't create pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware.
- Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content.
- If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.

If you would like information on meta tags you can find it in another Operation Educate found [here](#). (link to the old op edu on tags...
<http://download.posim.com/PDF/operationeducate/SEO.pdf>)