

Search Engine Optimization Tip Sheet

EASY FREE TOOLS

Google Analytics
google.com/analytics

Google Webmaster Tools
google.com/webmasters/tools

Google Site Submission Page
google.com/addurl.html

Firefox Browser
firefox.com

Sitemap Generator
http://www.xml-sitemaps.com/

ADVANCED TOOLS

Foxy SEO Plug-in
Search for "Foxy SEO" in Firefox by clicking...
Tools > Add-ons > Get Add-ons > Browse all Add-ons

Trellian
www.trellian.com

SEOBook.com
www.seobook.com

MORE INFO

For more information and links to resources, visit
www.montet.org

GENERAL APPROACH

1. Choose appropriate search terms
2. Choose one or more pages for each term
3. Optimize each page for only that term

HOW TO OPTIMIZE A PAGE

- Be sure term is in the page title (with site name)
- Make sure term is in first heading of the page
- Make sure term shows up at least 4-6 times in the text

SITE-WIDE TECHNIQUES

- Create a site map to help bots find your page
- Update your site map often
- Submitting your site doesn't hurt

- While Meta tags (keywords and descriptions) have limited effect, they are still a good idea. Remember, 6-8 good keywords and 2 short sentences for descriptions
- Always write content for the user. If it is good for the user, it will always be good for the search engine.
- Don't get involved in trading links. Search engines look for "link farms" and tend to ignore all the sites. Link farm too much, and you may be blackballed.
- Avoid tricks such as duplicate sites, site cloaking, and hidden text/links. They will always get you in trouble. Many SEO "experts", who "guarantee" results, use such tricks. These may also get your site blackballed.

MORE TIPS

- Be sure to use appropriate page names so that URLs appear logical. This can be most important when creating folders on your site.
- Consider writing a blog. Blogs are free (or very cheap) and create cross-linking opportunities while building your business!
- Don't forget social networks, such as Facebook, Twitter, and LinkedIn. These sites give you an opportunity to create more links.
- When linking to your site, make sure the link's text is descriptive.
"Click here" is bad.
"Heating solutions for your home" is good!

SUGGESTED READING



The Art of SEO: Mastering Search Engine Optimization (Theory in Practice) – Eric Enge
ISBN: 0596518862



The Complete Idiot's Guide to Growing Your Business with Google - Dave Taylor
ISBN: 1592573967



The Small Business Owner's Handbook to Search Engine Optimization: Increase Your Google Rankings, Double Your Site Traffic
– Stephen Woessner
ISBN: 1601384432