

## Website Search Engine Optimization Tips

### Things to avoid:

- Splash pages
- Hidden text (e.g., white text on white background) – may get you blacklisted for spamming
- Key core content contained in PDFs

### Things to do:

- Include in your code:
  - A page title with two or three keywords and a maximum of approximately 60 characters.
  - Critical keywords closer to the beginning of META tags. Increase the keyword weight by removing least relevant keywords
  - Header tags (e.g., <H1>, <H2>, <H3>, etc.) for subheads in body copy
- Menus should be text-based or DHTML, such as those included in WordPress or Wix themes or from a service such as [smartmenus.org](http://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 can treat it as one word.
- Bold your target keywords on the page with <strong> tags
- Optimize for Google with advice from StepForth: [stepforth.com/blog](http://stepforth.com/blog).
- If site is large or dynamic, create a Google sitemap: <https://developers.google.com/search/docs/advanced/sitemaps/build-sitemap>.
- Include keyword-rich ALT tags for images. For logos, use alt="copy name logo."
- Keep your 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 *do not* 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.
- Include meta tag description content. Note: meta tag keywords are fairly obsolete. Often first 25-30 words of site are used as description
- 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 for a site less than three months old might prevent you from joining the main index.
- Publish an article or press release and try to get it syndicated.

### Tools:

- SEObility Free SEO checker: [seobility.net/en/seocheck/](http://seobility.net/en/seocheck/)
- Add or claim your business on Google My Business: <https://support.google.com/business/answer/2911778>
- Add your business to city-data: [city-data.com/profiles/add](http://city-data.com/profiles/add) (from [city-data.com/city/Indiana- Pennsylvania.html](http://city-data.com/city/Indiana-Pennsylvania.html))