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Search Engine Optimization Starter Guide

Create unique, accurate page titles
- Accurately describe the page's content
- Create unique title tags for each page
- Use brief, but descriptive titles

Promote your website in the right ways
- Blog about new content or services
- Don't forget about offline promotion
- Know about social media sites
- Add your business to Google's Local Business Center
- Reach out to those in your site's related community

Use heading tags appropriately
- Imagine you're writing an outline
- Use headings sparingly across the page

Write better anchor text
- Choose descriptive text
- Write concise text
- Format links so they're easy to spot
- Think about anchor text for internal links too

Make use of free webmaster tools

Optimize your use of images
- Use brief, but descriptive filenames and alt text
- Supply alt text when using images as links
- Store images in a directory of their own
- Use commonly supported filetypes

Be aware of rel="nofollow" for links

Make your site easier to navigate
- Create a naturally flowing hierarchy
- Use mostly text for navigation
- Use "breadcrumb" navigation
- Put an HTML sitemap page on your site, and use an XML Sitemap file
- Consider what happens when a user removes part of your URL
- Have a useful 404 page

Improve the structure of your URLs
- Create a simple directory structure
- Use words in URLs
- Provide one version of a URL to reach a document

Make use of the "description" meta tag
- Accurately summarize the page's content
- Use unique descriptions for each page

Make effective use of robots.txt
- Use more secure methods for sensitive content

Offer quality content and services
- Write easy-to-read text
- Stay organized around the topic
- Use relevant language
- Create fresh, unique content
- Offer exclusive content or services
- Create content primarily for your users, not search engines

Take advantage of web analytics services

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