



## 27 WAYS TO IMPROVE YOUR SEO (SEARCH ENGINE OPTIMIZATION)

Search engines are constantly modifying their algorithms for searching, indexing and ranking content. The following are classic, "white hat" tips that can boost your site's visibility in search results and prevent your pages from being blacklisted.

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### DO

**DO** build pages for users, not exclusively for search engines.

**DO** provide unique and frequently updated content that gives users and spiders a reason to visit your site often.

**DO** create a simple, clear text-based link navigation scheme.

**DO** implement the xml site map protocols (See [www.sitemaps.org](http://www.sitemaps.org) for details).

**DO** use your robots.txt file to display the url of the xml sitemap.

**DO** identify and integrate keywords and keyword phrases with the highest potential to attract users who will convert to buyers.

**DO** review competitors' Websites to augment your own keyword strategies.

**DO** seek legitimate partner sites to build inbound links that will boost your Google PageRank™ over time.

**DO** use a CMS and eCommerce system specifically designed to expedite ongoing SEO and build traffic.

**DO** use "breadcrumb" navigation throughout your site.

**DO** incorporate your keywords into your page: titles, header text, link text, body copy, site map and navigation links. (Do not use more than 6 repeats for any keyword per page.)

**DO** make "locked-down" content accessible to search engine spiders.

**DO** optimize your "alt" image tags.

**DO** create user-friendly error pages.

**DO** submit your Web pages to the leading search engines and directories.

**DO** commit to ongoing SE monitoring and implementation of best practices.

**DO** permanently "301" redirect any archived or moved content to its new location.

### DON'T

**DON'T** focus on Meta keywords – they are not used by search engines to rank a site.

**DON'T** repeat the same Meta description on multiple pages.

**DON'T** build pages all made of: Flash, Ajax, iframes, images or use embedded frames.

**DON'T** use cookies or session ID's for search engine spiders.

**DON'T** use automated computer programs, such as WebPosition Gold™, that send repeated automatic queries to Google and other search engines to conduct searches, submit pages or check rankings.

**DON'T** participate in link schemes, link "farms" or paid placement programs designed to artificially increase your site's inbound link scheme.

**DON'T** use hidden text, hidden links, meta refresh, JavaScript or CGI redirects to present one page to spiders and another to users.

**DON'T** use misleading page titles.

**DON'T** create duplicate content.

**DON'T** create "doorway" pages.