

Search Engine Optimization

The Do's and Don'ts

As you've probably already realized, search engine optimization is not an easy task. It requires lots of attention and constant maintenance to achieve top search engine ranking. In order to have maximum search engine optimization, there are certain things you must do. And, like many things in life, there are certain things you just don't do. When it comes to search engine optimization, those "don'ts" can mean the difference between achieving top ranking and being banned from the search engines, to which your Web site will eventually die a slow and unprofitable death. To help you avoid the latter, we've outlined some definite "Do's" and "Don'ts" for you to use as a guide:

DON'T...

- **Tinker with your meta tags.** When your account manager provides you with meta tags, don't start adjusting them - remember, everything is done for a reason, whether or not you understand it.
- **Make changes to your site** without letting your account manager know. Site redesigns, full content revisions, and any other major changes may affect your search engine optimization and possibly have a negative affect on your search engine rankings.
- **Submit your site more** than once a month. This is considered a spamming tactic, and search engines are strict about their spamming policies.
- **Change your keywords.** Your account manager has gone to great lengths to determine the most effective keywords for your site. What you may think are good keywords may actually be damaging to the search engine ranking of your site. Remember, leave these critical details to the experts.

- **Blatantly repeat your keywords.** Naturally, there is a fine line between strategically scattering your selected keywords throughout the content of your site versus grouping them all together, separated by commas. The latter is known as spamming and you will get penalized for doing it. Don't think you can fool the search engines — they have the technology to figure out these little tricks.

DO...

- **Include lots of relevant,** keyword-rich content on your site. Writing informative and useful content should be your main priority. And remember to refresh your content. Do what you can to change your content and keep users coming back for more.
- **Use effective keyword density.** A high keyword density ratio within your content is one of the best ways to increase your search engine ranking potential. Develop your keyword strategy by researching the most relevant (and most searched

for) keywords or keyword phrases before you even begin building your site for maximum results.

- **Make sure your Web site is** usability-friendly. Your site should be quick to load, clean, appealing, and easy to navigate.
- **Make sure your Web** pages are easily accessible. Not only do you want users to be able to access all your content-rich pages, but it is equally important for search engine spiders to find all your content. We encourage you to create a site map — an informative and easy way to assist visitors in finding every page on your Web site.
- **Implement a link popularity** strategy on your Web site. Link popularity should be an integral component of your search engine optimization strategy. A link popularity campaign can greatly enhance your search engine ranking potential. The

more quality internal, outbound, and inbound links you have, the better.

- **Be patient.** After search engine optimization and submission of your Web site, you will see your listing on most search engines in just three days. But, bear in mind it may take anywhere from 30-90 days to achieve high ranking due to the time it takes for search engine spiders to properly index your site. Ranking takes time and is unfortunately a measure beyond any search engine optimization and submission company's control.

About WorkingDialogue

By combining strategic thinking, creative design, and marketing expertise, WorkingDialogue helps entrepreneurs, businesses, and organizations meet their marketing and communications objectives — creating brand awareness, impacting behavior, and generating new opportunities. WorkingDialogue designs and produces marketing literature, Web sites, corporate identity and print advertising.

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