

Do It Yourself SEO Techniques

FOR BETTER SEARCH ENGINE OPTIMIZATION

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There are countless ways to advertise your website. You should take advantage of those that fit your needs. Most important is word of mouth and your marketing materials. You should also consider social media. If you have accounts or your business has accounts, make sure your website URL is listed.

Building your website properly is a necessity. It should be made for the user which means it should not only look amazing, but it should be organized and built to load fast too. Your web support company has your best interests at heart, but you should still provide your input when it comes to certain areas of search engine optimization (SEO), just as you do with the design and your content. Who knows your company better - you or your web support provider?

Help Your Web Designer - BRAINSTORM KEYWORDS & KEYPHRASES

Keywords and keyphrases are a technique widely used and an area where you should definitely provide your input. Keywords/phrases should focus on your target audience and cover the following:

1. about your business 2. services and/or products you are selling 3. where you are selling or providing them

They need to be unique and informative to make you stand out from the crowd. Think about what keywords and phrases your potential customers will be typing into search engines, such as Google, to find a company, service, or product like yours. Your web support team can use these keywords and phrases in the code of your website such as the <meta> keyword and description tags, the <title> tags, and in the <title> and <alt> tags of your links and images. You need to make sure you use these keywords/phrases throughout your website content.

Google does not weight meta keywords and phrases as heavily as it used to, but it's still very important for your content and other Search Engines.

SEO You Can Contribute To

Let me repeat... USE YOUR KEYWORDS & KEYPHRASES

Include your keywords and phrases in your content - headings, subheadings, and paragraph text. Make sure your web developer includes unique phrases in your <meta> and <title> tags. Your content should be very rich with valuable, brief, well-structured information.

Get Your Site Listed in Related Directories

Request to be listed in directories related to your organization and your involvement in the community, such as local and regional chambers, local city websites, and local state websites. You can also request to have your site listed in directories that relate to your business services and/or products. This is safe "link building".

Post Your Business on Directory & Profile Sites

Advertise your business and website where appropriate. Google, AOL Search, Yahoo!, and Alta Vista provide many opportunities for you to create profiles or to add your business to listings. Don't be fooled by sites that charge a fee to join - you can find plenty of places that are free of charge. Some are listed below:

- Google Local Business - www.google.com/local/add
- AOL Local - <http://localsearch.aol.com>

- Yahoo Local - <http://local.yahoo.com>
- Zoom Info - www.zoominfo.com
- Bing Maps (formerly Windows Live) - www.bing.com/maps
- Manta - www.manta.com
- SuperPages - www.superpages.com
- Local.com - www.local.com
- Yellow Pages.com - www.yellowpages.com
- Yelp.com - www.yelp.com

Register Your Domain Name for a Longer Time-Frame

The longer your website is in existence and the longer your domain registration, the more serious your website appears to search engines. Registering your domain for a longer time will also get you pretty decent discount\$.

There are lots of little things that affect SEO and it's always changing - don't be shy to brush up on the topic by doing some online research to learn the latest and greatest SEO techniques.