

# Search Engine Optimization

InfoPathways provides strong, local Search Engine Optimization for web clients of all industries. SEO is changing and expanding at an amazing rate as more and more companies find their place on the World Wide Web. The rapid growth of online competition makes finding your site a priority. Proper, up-to-date SEO will improve your chances of keeping your current clients' interest and gaining new clients.

**About Search Engine Optimization:** Today there will be millions of searches submitted on the Internet, many of which are looking for the products and services that you offer. The process of getting your website to the top of the search engines is known as search engine optimization (SEO). SEO has proven to be one of the most cost-effective forms of marketing available. SEO is the process of improving the volume or quality of traffic to a web site from search engines via search results. Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine. Because effective SEO may require changes to the HTML source code of a site, SEO tactics should be incorporated into web site development and design.

## Methods to Improve Your SEO

1. Keep your website up to date and include links to your other pages as your site grows.
2. Use your Title Tag wisely - include up to 70 characters that determine the page topic.
3. Develop unique keyphrases/long-tail-keywords - this will allow you to target your search results to specific topics - less consumers will be typing in your particular keyphrase(s), but there is also much less competition.
4. Develop unique keywords - consider what consumers will submit in search engines and take advantage of keywords that tend to be misspelled often. Example: Calender / Calendar.
5. Keyword density and prominence - include your keywords in the beginning of the Title, Description, H1 tag, and within page content.
6. Use text, not images or flash, for your content.
7. Use a site map.
8. Use a Robots.txt file.
9. Link building to sites that contain rich content - quality and relevance of links is more important than the quantity of links. (Establish links to your site content from associated vendors, customers, and Blog sites.)
10. Content should be well written and brief.
11. Add your website to search engine local listings (Yahoo, Google, Live, Ask City, CitySearch, and Yelp).
12. Include a FAQs page with rich content.
13. Organize your code structure - try to keep content near the top so spiders will find your information faster. To list content first, simply place the content within a tag, and your CSS could position the element accordingly within the site layout.
14. Utilize ALT and Title tags for non-text content and links. This will also make your site 508 Compliant.
15. Use URLs that are simple yet descriptive, use hyphens instead of underscores, and never use spaces.
16. If you have something to share, Blog - and do it regularly! And use other Social Media outlets to spread the word.
17. Organize your site so each page focuses on its own topic - title your page accordingly.
18. If social networking is important to your marketing, remember that Facebook may be #1 in the states, but it isn't #1 everywhere.
19. Consider the search engine your consumer will be using - Google and Yahoo are among the most popular in the states, but consumers in countries abroad may not use the same search engines for everything they do online.
20. Make your website work with Javascript, Java, and CSS disabled.
21. Avoid HTML Frames and iframes.

22. Add your website to industry specific directories.

23. Track your progress with Search Engine Result Pages (SERPs).

24. Use Google Analytics to track and learn from your visitors.

**DON'Ts:** Avoid Grey Hat Areas! Grey Hat SEO techniques are not technically against Google's policies but they don't provide value and are done solely for SEO purposes without regard to the user's experience. The danger in utilizing Grey Hat SEO techniques is that search engines can decide to label them as Black Hat, banning them at any moment. If they ban it and you use it, your website will take a hard hit. Here are some Grey Hat areas you should avoid:

- Stuffing keywords in alt tags, link titles and image titles.
- Linking to sites that have nothing to do with your niche or industry.
- Obtaining inbound links that have nothing to do with your niche or industry.
- Purchasing links under the guise of 'advertising' or 'traffic purposes' when they are really for SEO.
- Social media spam - Blog comment spamming is now black hat.
- Avoid hidden text and links.
- Avoid cloaking and sneaky redirects.
- Avoid creating multiple pages with duplicate content.