



## **SEO & Marketing Tips**

# Search Engine Optimization & Internet Marketing Tips

## Part 1

### 1. Avoid the following things which can get you in trouble with search engines:

- Don't use hidden text or hidden links.
- Don't employ cloaking or lightning fast java redirects.
- Don't load up your pages with irrelevant words.
- Don't create multiple pages, sub-domains, or domains with substantially duplicate content.

### 2. Did you know that every page of your website stands on its own?

Every page should have a unique title, description, and keyword tag. The description tag should describe ONLY that page. The keyword tag should include keywords for just that page. Include 5-6 keywords, including the main keyword phrase and synonyms of that keyword phrase.

Don't make the mistake of including every keyword that could possibly describe what your site is about in your keyword tag. Make your keyword meta tag specific for each page.

The keyword tag holds very little importance anyway, but be sure to make it page specific. FOCUS!

### 3. Do you have a site map on your site?

In Google's Terms of Service, they suggest that you use a site map, so set one up immediately! There are many excellent programs that will create site maps for you. Put a link to your site map on every single page of your site, and link to your other pages using link text that describes those pages.

### 4. Do you update the copyright notice on every page of your site?

Do you make sure there are no misspellings on your pages? Do you check for grammar errors? Your website exhibits how professional you are, so spend the time to do your "housekeeping."

### 5. Use only one < H1 > tag per page, and use your keyword phrase in the tag.

Use it toward the top of the page. Make sure it captures your visitors' attention as soon as they land on your site. Also, make sure your first paragraph or the first words you use are interesting and designed to hold your visitors' attention. If you don't grab their attention and HOLD IT in the very beginning, they'll hit the back button and go back to the search results . . . it's as simple as that.

### 6. Another tip on freshening up some of your Title Tags.

Think about this. Turn some of your titles into a question. Asking a question is a great attention getter.

- Where on earth would you go if you had your pilot license?
- What would you do if your career was terminated?



- When should you submit your web pages?

By asking a question, you create more response because it makes the reader think.

**7. Did you know that there is some relevancy advantage in larger sites at the point that you begin to have around 100 pages or more indexed?**

Something seems to happen around the 100 page mark. Remember to focus on building quality content of genuine value to your readers.

**8. How fast do your pages load?**

Did you know that if your page loads too slowly, you could be deterring some search engine robots from crawling your website? Try and ensure your page loads within under 30 seconds (or even faster.) If your graphics are too bulky, check out a service called <http://www.optiview.com> to accelerate your page loading speed.

**9. Prominence is best described as how close to the beginning of a specific area in which the keyword appears.**

A keyword or keyword phrase that appears closer to the top of the page or area may often be considered mildly more relevant.

**10. Next time you are working on an important sales letter, remember to spend at least 50% of your time working on that all important headline text.**

This includes both the Title Tag and your main < H1 > Header on the page. Little changes to Heading text can make huge impacts with a little thought.

Here is a variety of free validators you can use to check your CSS Style Sheets or HTML Validation or several other unique free tools from the W3.org. <http://www.w3.org/QA/Tools/>

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