WEB PROFITS
Generating Sales Leads Online

Google SEO Guide

- Improve the structure of your URLs
  - Use words in URLs
  - Create a simple directory structure
  - Provide one version of a URL to reach a document
- Make use of free webmaster tools
- Promote your website in the right ways
  - Blog about new content or services
  - Don't forget about offline promotion
  - Know about social media sites
  - Add your business to Google's Local Business Center
  - Reach out to those in your site's related community
- Make effective use of robots.txt
  - Use more secure methods for sensitive content
- Optimize your use of images
  - Use brief, but descriptive filenames and alt text
  - Supply alt text when using images as links
  - Store images in a directory of their own
  - Use commonly supported filetypes
- Take advantage of web analytics services
- Use heading tags appropriately
  - Imagine you're writing an outline
  - Use headings sparingly across the page
- Helpful resources for webmasters
- Be aware of rel="nofollow" for links
- Create unique, accurate page titles
  - Accurately describe the page's content
  - Create unique title tags for each page
  - Use brief, but descriptive titles
- Make use of the "description" meta tag
  - Accurately summarize the page's content
  - Use unique descriptions for each page
- Make your site easier to navigate
  - Create a naturally flowing hierarchy
  - Use mostly text for navigation
  - Use "breadcrumb" navigation
  - Put an HTML sitemap page on your site, and use an XML Sitemap file
  - Consider what happens when a user removes part of your URL
  - Have a useful 404 page
- Write better anchor text
  - Choose descriptive text
  - Write concise text
  - Format links so they're easy to spot
  - Think about anchor text for internal links too
- Offer quality content and services
  - Write easy-to-read text
  - Stay organized around the topic
  - Use relevant language
  - Create fresh, unique content
  - Offer exclusive content or services
  - Create content primarily for your users, not search engines