

Page One Business Because Page One Is Your Right

SEO Checklist for Website Builders

These will help you get better Google Rankings. Make a good plan in advance. You will get better rankings and need fewer incoming one way links.

Keyword also means Keyword Phrase. Picking the best keywords is essential to a successful website.

Places you want to use your keywords.

URL: In the URL whenever possible. If you are using an ecommerce content management system (CMS) choose one like Magento that uses page title text in the URL. Wordpress uses post title text as the URL when Permalinks are set to /%postname%/ Use hyphens between keywords on page urls, not on domain names.

<HEAD> Header Tags:

Title Meta Tag: Using Keywords in the Title is critical. 10 to 60 characters and they describe the page content when possible. Write them for the reader and the search engine. Letters and Numbers only, avoid special characters. | and – can be used if needed for reader clarity. Having the main keyword in the beginning or as close as possible gives it more influence. Whenever possible each page should have a unique title.

Keywords Meta Tag: Google ignores this but other engines use it. Up to 10 Keywords. The keywords use should also be on the page. Never use the same word twice.

Description Meta Tag: Google usually uses this in the Search Engine Results Pages (SERPS). They show the first 155 characters. Very important to think about “selling the click” here. Use Keywords in a way that entices the searcher to click the link. Whenever possible each page should have a unique description.

<BODY>:

Main keywords in H1, H2, H3 tags.

Close to beginning of phrase is better.

Bold, Italic or Large font have greater influence.

This still has to look good for the reader.

Keyword density is fully depreciated in importance,

Keywords used in the context of natural language and natural variations of keyword phrase word order are important. 200-2000 words works. Using multiple related keyword phrases helps when it also makes sense to a human reader.

Keywords in ALT tag for images.

Keywords as the name of image files (keyword.jpg)

Keywords in image description and caption.

Use hyphenated filenames

NAVIGATION - INTERNAL LINKS

The fewer clicks to get to the subject page or product page the better. 2-3 , Max 4 clicks from Home page to any page on the site. Spiders often do not index past 2-3 clicks.

Make a plan of your page and category structure in advance. Plan your between page linking structure in advance. Each page should work around the idea of its own Theme.

Keywords used in Anchor Text linking to other pages in pages.

Keywords for category titles

Use Breadcrumbs in navigation. It helps the reader and the spiders.

Keep page file size below 100Kb, around 30-50Kb size is better.

Try to keep URL length to the shorter size without losing the good keywords.

For links going offsite never have more than 100 on any page. Use descriptive anchor text.

Do not link out to any link farms or bad neighborhoods.

AVOID

Too much cross linking between pages.

Invisible (same color as background) words.

Over repeating any keyword.

Using images for text unless you want those words not indexed.

Linking images from sites you do not own.

Let me know if you have a question. Feel Free To Share This

Page One Business ~ SEO Traffic Developer ~ Warner Carter

310-801-2030

<http://www.pageonebusiness.com>

warner@pageonebusiness.com

Skype: warner44

Yahoo IM warner444

AOL IM warner555