

SEO Strategies, Tips and Tricks for Website Owners

High Priority: Unique content

Including unique content is one of the most important strategies for good Search Engine rankings. Your content is the heart and soul of your site, and including well-thought out and relevant content site-wide means getting more appropriate visitors to your site.

High Priority: Add new content on a regular basis

Sites that have new content added on a regular basis are seen as more reliable than sites that rarely do. This also helps you to increase the amount of relevant content on your site, which also improves your rankings.

High Priority: Creating a great keyword phrase

A website should never be optimized to one keyword phrase. Each page includes keyword phrases specific to it's content, allowing clients and visitors to find your site through a wider variety of search phrases.

High Priority: Choosing a phrase that is popular, but not too popular

When trying to decide on a keyword phrase, you want to find one that is popular but not extremely popular. This may seem counter-intuitive, but the reality is that extremely popular keywords are very desirable and so very competitive. It's better to try to optimize for keywords that you can rank higher. You'll get more page views from a less popular keyword when you're on the first or second page of the search engines, than from a super popular keyword that you only make it to page 50 of search engines.

High Priority: Write an accessible site

Accessible HTML is accessible to both search engine spiders and screen readers. The more accessible you make your pages, the easier it will be for search engines to read and rank your pages. Website Serious creates websites, which are highly accessible to modern search engines.

High Priority: Use the keyword phrase in your title tag

The title tag is one of the most important tags on your Web page. And placing your keyword phrase in the title tag, preferably at the beginning, is very important to get that phrase into the search engines. Plus, that puts your keyword phrase as the link in the search engine index.

High Priority: Get a domain with your keyword phrase

Putting your keyword phrase in your domain name is a great way to optimize for that phrase.

High Priority: Use the keyword phrase in your URL

Even if you can't get your keywords into your domain name, you can put them into your URLs. Search engines read the URLs and assign value to the text they find there.

High Priority: Use your keyword phrase a lot, but not too much

The ratio of your keywords to the rest of the text on your page is called the keyword density. It's important to repeat your keywords in your document, but not too much. Keyword density should be between 3 and 7% for your primary keyword phrase and 1-2% for any secondary keywords or keyword phrases.

High Priority: Use your keyword phrase in anchor text of links

Link text is another great place to put your keyword phrase. Links stand out on most Web pages, and so are given higher priority than surrounding text.

High Priority: Ask other people for links to your page

A great way to get inbound links is to simply ask for them. But remember that excessive cross-linking can be viewed as spammy, so be careful about trading links or otherwise buying links on external sites.

High Priority: Try to get your keyword phrase inside incoming links

Inbound links are a great way to improve your page rank. But you can't really control how people link to your pages. Chances are they won't use a phrase that has anything even remotely close to your keyword phrase. Remember that they are doing you a favor by linking to you. If it makes sense, you can ask them to change the text of the link, but be careful, as people can be very touchy, and you might just get your link removed.

High Priority: Get links from reputable sites and well-ranked Directories (e.g. Google Maps, HotFrog etc)

Reputable sites that link to you will increase your reputation. After all, if a reputable site feels that your site is valuable enough to link to, that means that your page has more value. You can tell if a site is considered reputable both by how high it appears in search engines and it's Google PageRank. Also, .edu sites have a higher reputation because they represent schools and universities.

High Priority: Try to get links from similar sites

Inbound links from sites similar to your own are important as well. This indicates that your site does have content related to that topic. Plus, it indicates that your competition finds your site valuable, and that gives your site more credibility.

High Priority: Try to get links from .edu, and .gov sites

Sites that are on .edu and .gov top-level domains have a large amount of credibility because they are very difficult to get. So if you can get the designers of those sites to link to you, that gives your site more credibility as well.

Medium Priority: Create as much content as you can

Content is king. The more content you have on your site, the more there is to be indexed and appear in search engine.

Medium Priority: Keep your site content inside one theme

The theme or topic of your entire site is important as well. If you have a lot of pages all around one basic theme, that will lend more credibility to each page that follows that same theme.

Medium Priority: Keep your site live as long as possible

Older pages (at the same domain) will rank higher than newer ones.

Medium Priority: Create an XML sitemap or Google

Search engines love sitemaps - not necessarily for ranking, but for finding links on your site. It's not critical that you create an XML sitemap or Google sitemap, plain HTML sitemaps work just as well. *Website Serious sites are all enabled with xml sitemaps, which are submitted to Google once your site is live.*

Medium Priority: Use 301 redirects for permanent redirects

When you redirect your pages, you should always use a 301 http server redirect. This tells the search engines that the redirect is permanent and that they should change their index to use the new URL. Spammers use other types of redirects (HTTP 302 redirects and meta refresh), so they are not a good idea to use.

Medium Priority: Get as many inbound links as you can

Links are important, especially from sites other than your own. These are called inbound links. And if you get a lot of inbound links, that will help your page ranking. Remember that 1-2 links from high-reputation sites are better than 10 links from link farms.

Medium Priority: Put your keyword phrase in the first paragraph

Repetition of your keyword phrase is important in your content. But it's especially important in the first one or two paragraphs of text. And if you can repeat it once in the first paragraph that will help up it's priority.

Medium Priority: Put your keyword phrase at the top of the HTML

More than just the first paragraph, you should try to move your content towards the top of the HTML document. And that includes your keyword phrase.

Medium Priority: Put your keyword phrase in alternative text

Images are a great place to put your keyword phrase - in the alternate text. This is a way to add your keyword phrase into your document without being repetitive to your readers. But be careful not to overdo it - as you don't want to appear to be keyword stuffing. That could get your site banned.

Medium Priority: Increase the font size of your keyword phrase

Search engines understand that fonts that are larger than the standard font size on the page indicate text that is more important. Use CSS or the font tag. Apply font size changes to headline tags as well.

Medium Priority: Format your keyword phrases to stand out

Use `` (bold) and `` (italic) where appropriate to make your keyword phrases stand out. Search engines can read those tags, and will recognize that text that is emphasized is often more important than the surrounding text.