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10 SEO Tips

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Search Engine Optimization (SEO) is an ongoing process that can determine how your website is classified and found within the free listings appearing within leading search engines such as Google.com. It is important to keep SEO best practices top of mind as you continue to develop and add fresh online content.

Whether you are an online marketing veteran, or just getting started, consider these 10 SEO Tips:

1. Consider your audience...

Who is your target? How do they search for your products? Think like your customer.

2. Research and use your keywords...

Get feedback from keyword research tools regarding your targeted keyword phrases and plan your website content around these phrases.

3. Minimize Flash. Maximize CSS...

Although technology is evolving, search engines still have challenges indexing Flash websites. Utilize CSS (cascading style sheets) during the design process for code that is more accessible to search engines.

4. Develop unique page titles and descriptions...

Each page of your website needs a unique page title and description utilizing keyword phrases that help search engines determine what the page is about.

5. Use heading tags...

Most website code provides the opportunity to emphasize your keyword phrases using h1-h3 heading tags. Use these tags wisely to define and reinforce key terms.

6. Add alt tags to website images...

Use the alt attribute to name images on your website pages with key phrases describing the image.

7. Develop internal and external links...

Cross link related and relevant pages on your website. Use your keyword phrase as the link, rather than "click here" or other similar phrases. Also, work diligently to generate inbound links to your website pages from external sources such as blogs, directories, press releases, syndicated articles, clients, partners, and other authoritative sites.

8. Generate ongoing high-quality content...

Search engines are constantly looking for fresh, relevant website content for indexing. Give them opportunities by adding high quality content on a regular basis such as articles or blog postings.

9. Set up and use Google Webmaster Tools...

Google Webmaster Tools offers great feedback on site visibility and diagnosing challenges. Simply add this free tool to your Google account and verify your website to start collecting information.

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10. Track and interpret your search traffic...

Not sure how your website is performing in search engines? Set up and consult Google Analytics for free easily interpreted reports on search traffic and keywords driving visitors to your website.

Although each website is unique, and search engine results will differ, these 10 SEO tips should help get you started. Need additional insights? Visit the CC Communications website for actionable ideas on search marketing and helpful SEO articles.

About the author:

Shannon Lowe serves as Marketing Manager of CC Communications, Inc. and also specializes in the design and implementation of advanced search engine marketing strategies for the company and its many B2B and B2C corporate clients. Contact slowe@cccommunications.com | 704-749-1577.

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