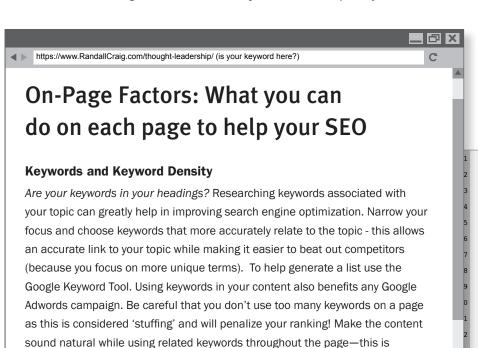
Search Engine Optimization

RANDALL CRAIG

Improving your SEO

Your website's Search Engine Ranking is what helps you get found on the Internet! By addressing these factors, you increase your page ranking, appear in more relevant searches, and get found more readily. Just a few simple adjustments!



Unique Content

appropriate keyword density. Better?

Content development is a priority as it keeps the visitor on your page! It also increases links to your content - which boosts page rank, especially if those links come from high-ranking pages.

Always Include a CALL TO ACTION!







Commenting on others' posts and articles can be an excellent way to link back - just make any comment relevant so that the comment isn't deleted or blocked!

Site Factors: What your Website can do to help its own SEO

- Load times
- · "Freshness" of content
- Friendly URLs
- · RSS feeds
- Site maps
- Links with anchor text
- Social Engine External CSS
- · Technology choice · Time spent on site

<html>

<title> Behind-the-Page Factors </title>

<Meta>

Always fill in the meta description and meta keywords. And use your keywords here - be descriptive, no spam!

<Linked Filenames>

Back links are a contributor to great SEO. It's important to pay attention to not only what you link to, but also what the words are that you are linking to in the content. Is it a keyword for that page?

Inbound links are when others link to your content. You can create some inbound links of your own through Social Media sites and directories!

< HTML Construction>

Using TITLE tags, ALT tags and using H1, H2, H3... all contribute to more impactful SEO.



Web Factors: What the Internet does to help you get found



Page Rank





Duplicate Content (Negative)

Inbound Links

User Factors: What the User does to help find you

These are factors you cannot influence. Things like the User's personal search history, location, and language.

Can we help?

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