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5 points

15 minutes

Quick steps to success



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**Getting your Website
on Top – Search
Engine Optimization**

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FeedDealer.com

Search Engine Optimization

1. SEO – What is it
2. Limitations of Search Engines
3. Don't Try and Trick a Search Engine
4. Things to Watch out for that Search Engines Don't Like
5. Key Issues to Address on your Web Site

Search Engine Optimization

1. SEO – What is it?

- SEO – Search Engine Optimization
 - Preparing or tuning your website to increase its appearance to search engines
 - Making a website search engine “friendly”
 - Increases “organic” rankings of your site

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2. Limitations of Search Engines

- They do not “understand” the content of pictures
- Can not/will not follow Java script enabled menus (fancy animated type menus)
- Certain website design factors can greatly influence a search engines abilities (frames and tables)

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3. Don't try and trick search engines

- SEO is not an attempt at tricking search engines!
- Tricking can include embedding lots of key words that are the same color as the page background color
- If a search engine determines you are attempting to trick it, your website will be banned
- **NOBODY CAN GUARANTEE TOP 10 PLACEMENT!**

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4. Things to watch out for that search engines do not like

- Java Script Menus
- Java Script redirects
- “Frames”
- “Tables”
- Poor Text to image ratios
- Broken links

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5. Key issues to address on your web site

- Meta Tags (they are not dead for all search engines)
- Alt Image tag on pictures
- If you must use “frames” make sure you have a non-frames page available
- If you use Java Script menus, be sure to include a site map of non-java script version on your menus

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- Create a XML site map for Google & submit it to Google
- Create a TXT site map for Yahoo & submit it to Yahoo
- Use a web page's title as a keyword list instead of a true title for that page
- Check for broken links within your site and any to outside web pages

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- Content is still “king” so make sure you web site has a story to tell and that the story is textual in nature and not all graphics or pictures

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Conclusion:

- Minor changes to your web site can have a great impact on how search engines rank it.
- SEO can improve your sites ranking within search engines
- Beware of people guaranteeing SE placement