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Simple SEO

Search Engine Optimization (SEO) is big business these days. Entire companies exist simply to make websites turn up higher on Google, Yahoo or Bing. While it is true that it can be a full-time job to stay at the top of certain high-volume search queries, there are a few simple ways to take SEO matters into your own hands. Follow the tips below to make your website search engine friendly.

IMPORTANT: Always use complete sentences, proper punctuation, and run a spell check. SEO moves slowly, and while it will take Google a few weeks to find new tags, it can take months to get rid of an old one with a typo.

1: PAGE TITLES

Each page on your site should have a unique title. While your visitors will only notice this title at the top of their browser window or if they share your page on Facebook, search engines will use it to categorize the content of your page. **This is arguably the most important aspect of SEO**, so it's worth putting some time and effort into. Page titles should include search string separated by pipes. Do not include commas, ampersands, the word "and," or any other form of punctuation. **Never exceed the length limit**.

Page titles should contain between 10 and 70 characters, **including** spaces.

EXAMPLE: Iowa City | Web Design | Logo Design | Development | Brown Wing Studio

2: PAGE DESCRIPTIONS

Write a unique page description to go with each page on your site. This can just be a couple complete sentences explaining the function of the page on your website. Each page's description should make sense independently of the other pages on your site, and include search terms.

Page descriptions should contain between 70 and 160 characters, **including** spaces.

EXAMPLE: Offering a range of web design and development services, Brown Wing Studio of Iowa City specializes in custom websites solutions and professional logo design.

3: PARAGRAPH HEADINGS

Make sure to use headings in your copy. Headings are titles for paragraphs, and they are usually written in larger, bolder text than page content. People reading the text use them to see what part of the page they are most interested in. Search engines use headings in the same way, and classify your pages partially based on the terms included in paragraph headings.

Pro Tip: Be repetitive. Use words that are important to your business frequently, but never reuse full sentences.

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