

- Make your website for users, not search engines
 - Make the website **easy to navigate**, useful and interesting. This will encourage people to visit and recommend your website.
 - Where users go**, the search engine will follow
- Links
 - Both external **links** and internal links combine to rank your website higher in the results more than any other criteria.
 - Therefore, we need to cultivate as many links with associated sites as possible.
- Content
 - Search engines look for **words**. Not graphics, or images, but words.
 - The words need to be in the right **format** to help the search engines prioritise the content.
 - The search engine gives greater weight to content at the **top of the page**.
- Keywords or Phrases
 - Keywords are the site's foundations. The first thing we need to do is to decide on the **phrases** that your customers will use to search the site.
 - 80% of searches are targeted on phrases of **3+ words**.
- Pages
 - Each page should have a relevant and meaningful **title**.
 - Each page should have **unique**, clear and concise content.
 - Each page should have a good **description** as this will appear in the search engine results.
- Spread the Word
 - Submit** the website to search engines
 - Include your website address at the foot of emails, in **business cards** and letterheads.
 - Participate** in online forums and blogs and always include a link to your website.
 - Search engine **adword** campaigns.
- Encourage Repeat Traffic By Participation
 - Regularly **update** the website with news stories.
 - Offer visitors the opportunity to **subscribe** to email newsletters
 - Include a **forum** (an online discussion page) or blog (an online log or diary).