

Focus on SEO Before You Launch Your New Website

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Launching a new website?

It's best to think about search engine optimization prior to launching a new site. Take on-page optimization factors and you improve chances of top organic search results.

To ready your site for swift indexing, follow these guidelines:

Use Html or similar format that minimizes the use of Java script and Flash. The simpler your code, the easier it becomes for search engine spiders to read your content and prescribe the appropriate Google Page Rank to your pages.

2.

Meta tags should be coded properly and include the Robots.txt tag. Meta tags don't change organic ranking of your site, but they create the display text users see when your site appears in search results. If meta tags are SEO and compelling, clicks will follow.

3.

Apply tags to your page. H1, H2, and H3 tags are great to call attention to content and promote keywords. Use each tag at least once, but don't force the issue. You want your text to flow and appear normal.

Make

your page easy to access and present optimized text.. Often, web designers get caught up with page factors, they overlook the requirements for establishing a sound foundation.

Consider adding pages to support link building and accessibility for search engine spiders. Be sure to :

1.
Include an Html sitemap and an Xml sitemap. A sitemap allows search engines to access your entire website pages and index your site. Your sitemap should be in both Html as well as Xml. Although users would not access the Xml sitemap, search engine spiders use this version to crawl websites. Additionally, key search engine submission resources like Google's Webmasters Tools require Xml site map versions.

2.
Include a partner's page. Previously referred to as a links page, the partner's page is essential for reciprocal linking. This strategy isn't as powerful as developing one-way links, but until your site has been assigned a Google PR, one-way links can be difficult to acquire. So begin your link exchange program with a partner's page that allows you add or remove link quickly and easily.