

5 Easy Steps to Create a Website That Is Search Engine Friendly

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Saturday, 08 April 2006

Step 1: Title Tags Make sure that you have a unique title tag for each page on your Web site. Using the same title tag over and over is not only unfriendly to your visitors, but also very anti search engine friendly. Make sure that the keywords you are targeting are in your title tags. In addition, keep title as short as possible, this will increase the keyword density in your title.

Step 2: Keyword Rich Content When creating content for your Web site be sure to incorporate the keywords that you are targeting. This does not mean to stuff your content with keywords, make sure that the content can still be understood. If you keep your keywords in mind while writing you content, you will find natural areas that your keywords will fit nicely. Look at your use of pronouns. Replacing some of your pronouns with keywords will help to increase the keyword density of your content. In addition, be sure to include variations of your keyword as the search engines will index these too. Do not stuff your content with keywords or create "invisible copy". Invisible copy is when you make the font color the same as your Web pages background color. This was quite a common technique in the late 90's and search engines can now detect it and will penalize your page for it.

Step 3: Clear and Valid Source Code The more valid your source code the easier the search engine spiders will be able to crawl and index your site. Search engine spiders can get caught in loops and then time out when indexing your site. This is the last thing that you want to have happen.

Step 4: Clear and Basic Navigation Search engine spiders follow the links on your sites. If your navigation is embedded in flash and javascript the spiders may have trouble fully indexing your web site. In an ideal world your navigation links should be text links and should include your keywords wherever possible.

Step 5: Use a Sitemap A site map provides a list of links to all of the pages on your Web site. Visitors find this useful when searching for specific information. In addition, the search engines will use this as a map to crawl your Web site.