

SEO Design & Organic Site Structure

lyndseo

SEARCH ENGINE OPTIMIZATION



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Where do I start?

- Create a plan
 - Identify stakeholders
 - Benchmark reports
- Use a checklist for your on-page optimization



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Your SEO Design Plan

- Take an inventory of your pages
- Talk to your designer/developers
- Benchmark your current success (or lack thereof)
- Give a general timeline – but don't overpromise
- Keyword Research



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Use a Checklist...

- ...for every page on your web site
- ...to log what changes you've made and when
- ...keep track of your targeted keywords for that page





Checklist – Basic Information

- Description of page
- URL of page
- Date analyzed
- Date suggestions were completed
- Who implemented changes

WESTJET VACATIONS SEO CHECKLIST	
Page Description	Destination Guide - Las Vegas
Page URL	http://www.westjetvacations.com/content/destinations/las-vegas.html
Date Analyzed	22-Jul-08
Date Completed	01-Aug-08
Completed By	Jessica




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Checklist – The Title Tag

- Is there one?
 - Untitled Document
- How long is it?
 - Keyword stuffing
- Does it include your keywords?
- Does it include your company name?





 [Advanced Search](#)
[Preferences](#)

Web Results 1 - 10 of about 45,800,000 for [untitled document](#) (0.17 seconds)

[Untitled Document](#)
LOADING. START. NAVIGATE BY SECTION. in News Design. Color, Contrast & Dimension .
Welcome to the interactive color experience, an online guide that explains ...
www.poynterextra.org/cp/colorproject/color.html - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Untitled Document](#)
An online textbook in PDF format, by Charles M. Grinstead and J. Laurie Snell.
www.dartmouth.edu/~chance/teaching_aids/books_articles/probability_book/book.html - 10k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[Untitled Document](#)
www.jenwang.net/ - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Untitled Document](#)
Image Index. Self Portrait, Ren Xiong. The Ten Myriads, Ren Xiong. The Ten Myriads, Ren Xiong. The Ten Myriads, Ren Xiong. The Ten Myriads, Ren Xiong. The Ten Myriads, Ren Xiong ...
kaladarshan.arts.ohio-state.edu/exhib/gug/indxs/in/inchinptg.html - 1k -
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[Untitled Document](#)
www.art-dept.com/artists/rankin/portfolio/specialprojects/eyescapecs/portfolio.html - 3k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[Untitled Document](#)
www.shania-twain.com/ - 1k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Untitled Document](#)
SimTeach: Information and Community for Educators using M.U.V.E.'s Multi-User Virtual Environments. Jeremy Kemp, M.S.J., M.Ed. jkemp at stanfordalumni.org ...
simteach.com/ - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Untitled Document](#)
Panel One. Panel Two. Panel Three. Panel Four. Panel Five. Panel Six. Panel Seven. Panel Eight. Panel Nine. Panel Ten. Panel Eleven. Panel Twelve ...
centennialsociety.com/business_reply/businessreply.htm - 1k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[The Untitled Document](#)
The **Untitled Document**. In a logical paradox, the executioner knocks on the prisoner's door at noon on Wednesday, an utter surprise to him. ...
theuntitleddocument.org/ - 3k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Untitled Document](#)
Chichewa home page; Background on Chichewa and related languages; History of the aChewa; Ascendancy of Chinyanja as an object of study and language of ...
www.humnet.ucla.edu/humnet/afang/chichewa/background.html - 31k -
[Cached](#) - [Similar pages](#) - [Note this](#)

Goooooooooogle ▶
1 2 3 4 5 6 7 8 9 10 [Next](#)

[Search within results](#) | [Language Tools](#) | [Search Tips](#) | [Dissatisfied? Help us improve](#) | [Try Google Experimental](#)



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Checklist – The Meta Tags

- Meta Description

```
<meta name="description" content="">
```

- Meta Keywords

```
<meta name="keywords" content="">
```

- Meta Robots

```
<meta name="robots" content="nofollow,noindex">
```



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Checklist – Use of Header Tags

- Use H1 for the most important copy on your page (headers)
- Use H2 (subheaders)
- H3, H4 etc
- Headers can be any size, font, colour, etc thanks to CSS



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Checklist - Flash

- Is there any Flash on the page?
- Is there any valuable content within Flash?
- Use CSS instead of Flash whenever possible



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Checklist - Images

- How many images are on the page? How many are using relevant ALT tags?
- Is there content in your image that could be done in CSS?



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Checklist – Site Maps

- Is this page included in your site's Site Map?
- Is this page included in search engine site maps? Google Sitemaps, Yahoo! Site Explorer, etc.



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Checklist – Robots.txt

- Have you verified that you are not blocking robots from crawling this page?
- Google Webmaster Tools has a robots.txt checker



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Checklist - Links

- Links are what makes the web go round
- Check all your links to make sure they are not broken
- Menu links should be checked extra carefully – especially if they're rollover or pop-up menus



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Checklist – Duplicate Content

- Do a search to make sure only one version of your page is showing up
- Use robots.txt or the Robots meta tag if you need to block extra pages



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Other Tips

- Always check to make sure your web pages work in all the popular browsers
 - FireFox, Internet Explorer, Chrome, Safari
 - Use your analytics to check what browsers your visitors use (because you DO have web stats enabled right?)
- Use CSS over images and flash whenever possible



Thank you!

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