

ETHERJAZZ®

Search Engine Indexing and Optimization

Preparing for Search Engine Indexing

How would your perfect customer find your website if they were using a search engine?

To answer this question, think in terms of combinations of words. Most people would enter between 3 and 6 words (keywords) in a search engine like Google or Yahoo. So what words would they enter to find you? Test it yourself! Enter in some keywords in your favorite search engine and see what you get. If you see your competitors at the top of the results list then you know you're getting some good keywords.

You will probably need to include location information besides the type of business. For example, if you were an accountant from Sacramento you would definitely want to use "Sacramento" and "California" along with "Accountant." Try to think of other terms that people would use for your business (like "CPA" for an accountant). Look at the Yellow pages and search for keywords from among the relevant category names and from your competitor's business names. For example, your company may be a "pest elimination" company, but others may be called an "extermination service." Don't limit yourself to just how you see your business. **You have to look through your customer's eyes.**

Make a list of the keywords you think are important. If you get up to 30, stop there. Then prioritize the words using the following classification scheme:

- A – Critically important keywords
- B – Keywords that are of secondary importance
- C – Relatively unimportant keywords

Attached is a worksheet with enough space for 30 keywords. Use this to enter in your keywords and then prioritize them. When you're done, send us a copy and we'll go to work.

What We Do With The Keywords

We'll use the keywords you develop to prepare your web site for submittals to the search engines. There are a number of areas that we work on to optimize your pages for the search engines, including:

- Adding META description, keyword and similar tags to the source code for each page
- Reviewing and optimizing the text of the home page so that the words on this page reinforce your keywords
- Carefully edit the first paragraph of text on your home page so that it contains the kind of information you want a customer to see in a search result.

When we are done with this optimization process, we'll submit your site to the major search engines.

