

SEO Basics...According to Google

Page Titles:

Creating a unique page title helps you as well as Google. Keep in mind to have it brief. Also think of how users spell! Nobody wants a site name like supercalafragalisticexpialidocious!!

Meta Descriptions:

This tag tells Google what your page is about. So make it relevant to bring in more traffic! Make them good, they may be used in search result to give the user an idea of what your site is about!

Site Structure:

When creating your pages keep in mind that your user isn't a robot, we like things simple. Give us a bunch of numbers and symbols in your domain and we give up.

Navigation:

Keep your navigation clean and simple. You don't want a user to get lost and frustrated. Clean navigation helps Google to crawl your site as well, which helps you and your user.

Content:

Having great content is what keeps a user on your site. The better your content, the better results you will have. Content is key!!

Promotion:

Social media rules the internet these days. Having successful promotion of your site and or product on these said media outputs will have a great effect on your site's traffic.

* iMarketingClass.com

* 2thetopdesign.com

* [Google SEO Start Up Guide](#)