

Descriptions (Maximum limit 255 characters)

When you search for a website in a search engine, a list of web page titles will appear with a description following them. The description gives searchers an idea of what your page is about. Having keywords in your description is critical; some search engines will only use a site's title and description in its ranking criteria. Sites will be ranked higher if the keywords appear in the description.

- Form a brief sentence using as many keywords as possible. For example:
"Manufacturer of keyword, keyword, keyword..."
"Specializing in keyword, keyword, keyword..."
- **DO NOT** use your company name, phone number or founding date in the description.
- Avoid using slogans, catch phrases and persuasive adjectives.
- Character counts include spaces and punctuation. Keep the description under 255 characters.
- To keep track of character counts, try typing descriptions in Microsoft Word. Use the navigation at the top to go to Tools > Word Count. "Characters (with spaces)" is the accurate count.

DESCRIPTION:

Keywords (Maximum limit 30 keywords per page)

Keywords tell search engines about the content of your page. Search engines will look at the keywords listed in your Meta Tags and compare them to the text found on the page. If a keyword is not found in the text of your page, it is unlikely you will be found for that keyword.

- Look at the text on your web pages. Good keywords appear in the text of a site. Start with the words your site contains when you develop your keyword list.
- Keywords can be "key phrases" as well. If using a phrase as a keyword (like "internet marketing"), 3 or less words per phrase is preferred.
- **DO NOT** repeat a word more than 8 times! For example, a company that sells 20 types of "oils" can list the keywords as "oils, motor, lubricating, marine..." A search engine can then combine the words "marine" and "oils" to make the phrase "marine oils".
- Do not include competitor's names and products in your list. General terms are acceptable (soda), but avoid registered product names (Pepsi) unless your company is authorized to use such terms. Proper names may be included, though capitalization is not necessary.
- List the keywords in order of importance. Many search engines only read though a limited number of words on your pages.
- Search engines do treat singular and plural forms of a word as separate instances. You may list both forms, but remember not to repeat a word more than 8 times.
- You may list commonly misspelled product or company names in your keywords list. For example, "Klein" can be misspelled as "Klien" or "Kline."

KEYWORDS:

Links (To be completed after site is launched)

One of the best ways for your site to rank higher on the search engines is to have outside links to your site. **Get Listed!!!** Find online directories, Yellow Pages, etc, that you can place a link to your site. This even works from Myspace and Facebook.

*Please note that it takes anywhere from 6-8 weeks for search engines to notice your website. The better your keywords, descriptions and content are written, the more likely you are to be found!