SEO Friendly Website Best Practices

We recommend adding search engine optimization services to your website design or redesign project. The combination of good website design and SEO best practices improves your chances for greater online success and addresses many of the following:

- ✓ Proper domain registration
- ✓ Proper host server setup
- ✓ SEO friendly website structure (sub-directory setup and file naming)
- ✓ SEO friendly URLs
- ✓ Proper URL structure and naming conventions
- ✓ SEO friendly redirect URLs (301 redirects)
- ✓ SEO friendly CMS systems
- ✓ SEO friendly shopping cart & ecommerce systems
- ✓ SEO friendly site navigation
- ✓ Proper sitemap setup
- ✓ Google XML sitemap
- ✓ SEO friendly links
- ✓ SEO friendly images
- ✓ SEO friendly link text
- ✓ Proper internal link juice flow
- ✓ Proper robots exclusion file setup
- ✓ Proper keyword research
- ✓ Good SEO content and copywriting services (to support targeted keywords)
- ✓ Good clean source code with optimized meta data & ALT tags
- ✓ Ensuring fast web page load times
- ✓ Proper page submissions to the Search Engine
- ✓ Ensuring pages are spidered & properly indexed
- ✓ Natural link strategies

Other problem areas that search engine optimization can address include **heavy graphics**, **JavaScript**, **Flash** and **e-Commerce** capabilities plus any other elements of your website design that could negatively affect page indexing and performance.

Keep in mind that configuration is key. All of the above elements could be in place but if they are not setup properly they may become a problematic stumbling block for your website to be favorably positioned in the Search Engines.

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