



Search Engine Optimization (SEO)

Tips for Optimizing your Website

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SEO of websites refers to the task of working towards increasing the number of clicks to a website by target visitors by means of search engines. The technique of optimizing is the process of managing initiatives to attain higher search engine rankings via changes to a site and marketing practices to make the site and its content more visible in search engine appeal.

Search engines employ web crawlers (i.e. Googlebot) that crawl websites searching for keywords, updated relevant content, and much more. To ensure your website is web-crawler friendly, the technical, design, content, and marketing aspects must be analyzed and addressed.

Search engines are continuously changing their algorithms impacting how they crawl and index content and websites for the purpose of providing the most accurate search results for their users. These website optimizing tips are provided as general guidelines and recommendations.

If you are interested in learning more about analyzing your website using SEO Website Analysis Services from Edge, please contact us.

1) TITLE PAGES

The title of each page should reflect key words, not sentences explaining reasoning. For example, if you select the product page, and roll your mouse over the page title in the upper left-hand corner of your screen, the page title might appear as “companyname/productXYZ”. We recommend keeping the company name and adding a few key words from each page within the title for each page. When a search happens in Google, someone might type in search terms like “companyname” or “productXYZ for law firms”. When your page titles have these terms in them, and Google understands that these pages may provide the searcher with an appropriate response to their search terms, your company has a better chance at being listed in organic search results area.

2. SITE STRUCTURE

Go wide, not deep. Keep your high-traffic content up front where visitors spend the most time, linking to pages on deeper layers of your site.

3. LINK NAMING

In areas where there are links, the links should be more descriptive if possible. For example, hyperlinking the words “click here for a demo,” should read “productxyz demo” or, “productxyz ediscovery software demo.” When someone searches Google for a “ediscovery demo,” millions of results will show up. When they search for “productxyz ediscovery software demo,” resulting in your organic search results being much higher. Carry this concept forward to all hyperlinks, make certain they contain specific keywords. A general rule of thumb in link naming is to use keywords and avoid overly general terms.

4. LINKING

Linking between pages on a site helps web crawlers to crawl a site deeper. There should be linking using keywords on every page of the site. Inbound links from highly ranked sites is very desirable. Link with high-ranking sites as a general practice. Link to the outside world using keywords, and link back into your site from 3rd party sites through article and blog postings, or through event pages. Linking pays off when Google crawls pages, finds links, and then crawls through those links to search and index relevant content. When others sites are being crawled more frequently than your site, having links established back to your site helps your site to be crawled more frequently.



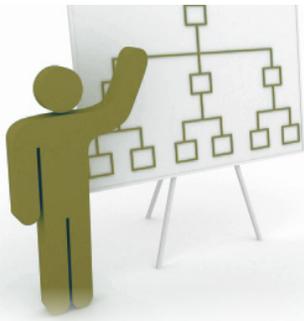
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5. SITE MAP

This usually appears as a table of contents for your website. It can run down the left side of a page or as a separate page linked from the footer area of the website.

6. TWITTER FEED, BLOG FEED, NEWS FEEDS

If you are active in social initiatives, consider placing a feed on your home page. Your activity on the social sites would automatically populate in this feed, refreshing the home page with new content. Industry-relevant news feeds also help in refreshing content. Web crawlers will come into your site; recognize a change (update) to a page, which can positively impact organic rankings. Industry newsfeeds are not necessary, but nice to have.

7. CASE STUDIES, PRESS RELEASES, ARTICLES

Feeding fresh content into your site and using keywords as titles and hyperlinks is a good idea. If you are being published on a 3rd party site, linking directly to the article(s) using keywords or the content title is also advised.

8. SUBMIT SITEMAP TO GOOGLE (DIFFERENT FROM ABOVE)

There is a highly technical "Sitemap" that can be submitted to Google explaining the pages of the website to ensure no pages are overlooked by their crawlers. This initiative is typically handled by your webmaster.

9. REGISTER WITH SEARCH ENGINES

Register or re-register your website with Google, Yahoo and Bing.

10. REGISTER WITH GOOGLE NEWS

Register or re-register your website (typically several pages of yours website and your YouTube channel) with GoogleNews. Doing so will help boost your chances of having your pages and news crawled and indexed by GoogleNews.



For more information about any of our services, please visit our web site or contact:

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