



Search Engine Optimization Process (SEO)

Set-Up:

Meta Tags:

Keywords, Description

Search Engine support files

robot.txt file

Site map / SEO friendly navigation

Search Engine Friendly Text and HTML tags

Title Tags

HREF Tags

Header tags

Image Alt tag

Local Search & Analytics

Google & MSN Local

Google Analytics

Ongoing work:

Modifications (tweaks) to Meta Tags and Search Engine support files

Link building

Creating inbound links with partner websites

Submitting to social networking sites

Creating and submitting relevant articles on article sites

Press releases and press release submittal

Content Suggestion and utilization

Continually suggesting and implementing articles and videos for submission.

Analyzing and suggesting website modifications



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