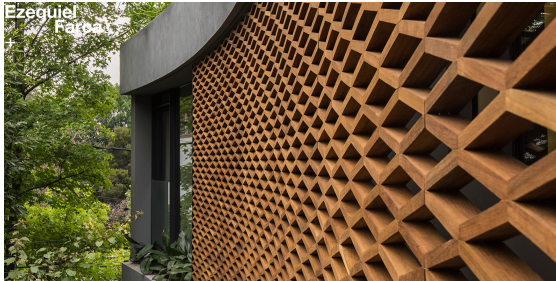


SEO: TAGS AND SITE STRUCTURE

ACCESS YOUR SOURCE CODE TO EVALUATE WHAT THE SEARCH ENGINE SEES



VS

[illegible]

*Note: **Meta Tags** help to guide the search engine*

CREATE TITLE TAGS

Title tags have an important role to play:

- Provide info to the search engine
- Appear on the search engine results pages as the title of a result
- Appear on top of the browser as the title for the viewed page

Best practices

- Accurately describe the page's content
- Create unique title tags for each page
- Use brief but descriptive titles (65-70 characters)

CREATE META DESCRIPTION TAG

Meta description tag:

- Provides a summary of the content on a page to search engines

Best practices

- Use unique description tags for each page
- Summarize the key information per page
- Provide high quality, concise descriptions

LEARNING SUMMARY

SEO: TAGS AND SITE STRUCTURE

CREATE ALT TAGS

Alt tags for Video, Images and Flash:

- Used to describe video, image and flash content not visible to the search engine

Best practices

- Add a descriptive caption
- Use an Alt Tag
- Use a descriptive file name
- Provide a text description/summary of video

CREATE WELL STRUCTURED URLS

<http://store.example.com/topics/subtopics/descriptive-product-name#top>

- 1.The Protocol
- 2.Subdomain
- 3.Domain
- 4.Top-level domain
- 5.Folders or paths
- 6.Page
- 7.Named anchor

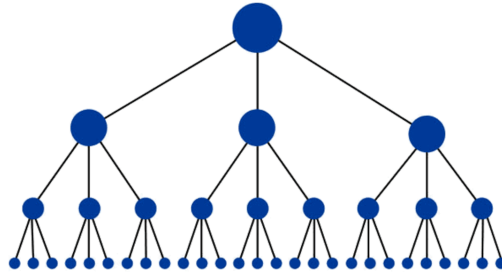
Best practices

- Readable by humans
- Descriptive but not too long
- Use Keywords
- Use a directory structure

LEARNING SUMMARY

SEO: TAGS AND SITE STRUCTURE

STRUCTURE YOUR SITE TO FACILITATE NAVIGATION



Best practices

- Develop a directory structure schematic, starting with the home page
- Ensure there are no orphaned pages