

- * **Do** consider building static pages for a site that is dynamically generated or has no html text.
- * **Do** spell out names for directories and pages. For example a page on widget wrenches might look like this www.e-widgets.org/ww.html but should read www.e-widget.org/widgetwrench.html. Your programmer might like the simplicity, but the search engines won't.
- * **Do** buy relevant domains. If you're selling widgets then buy www.widgets.com. If you can't get this domain find another one with your core name or product in it. For example www.e-widgets.org or www.widgetsonline.com etc.
- * **Do** check your search engine rankings at least once a month if you aren't already tracking URLs. The search engines will change their ranking algorithms and you will lose some or all of your listings from time to time.
- * **Do** use relevant keywords in the "alt" tags of images and text links.
- * **Do** focus your energy on the major search engines. They drive the majority of the traffic. Don't worry about the remaining 4,000+ search engines. It's likely your listings in the major search engines will drive listings in the minor engines.
- * **Do** utilize paid options for listings (different than pay-per-click). Sometimes you get listed immediately which can be critical if you need traffic and sales right away. This method is common with search engine directories like Yahoo, Looksmart and Open Directory.
- * **Do** make sure that your most important keyword(s) appear at the top of the page.
- * **Do** use the most important keywords more frequently in the copy (html text). If this does not happen naturally, place some focus on it.
- * **Do** build links to your key pages. Link popularity is important to the search engines.
- * **Do** consider getting a different IP for each site you manage. Some search engines may penalize you if it believes you are using creative techniques to get more listings for one site.

- * **Do** pay special attention to the "Title tags." They have a significant influence on listings and they are often displayed in the search engines as the result of the search.
- * **Do** create "information pages" if your site is not built with the search engines in mind (dynamic pages, frames etc.) These are also called doorway pages, hallway pages and pointer pages. They fulfill the search engines' needs without interfering with the site's structure.
- * **Do** analyze your competitors' pages to understand why they are getting stronger listings. This information (except for cloaked sites) is in the public domain. Use it.
- * **Don't** use frames or dynamically generated pages if possible. They are not very search engine friendly.
- * **Don't** worry about long domain names as long as they are 63 characters or less. Actually, using a longer name will allow you to utilize multiple relevant keywords in the domain (i.e. www.widget-wrenches-and-tools.com)
- * **Don't** use trademarked names in your tags. It's the quickest way to a lawsuit.
- * **Don't** use a large number of keywords in your meta-tags. Each word is given a % relevancy. One word is 100% relevant to the page. Four words each have a 25% relevancy to the page.
- * **Don't** use redirects. They may work for you, but search engines are identifying them as problematic and may penalize you.
- * **Don't** submit a large number of pages until you know the limit set per search engine. You could be penalized.



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The Do's & Don'ts of Optimized Marketing!

Panelists:

James K. Beriker - Search123
 Todd Daum - Overture
 Abe Thomas - Alta Vista
 John Topping - Google

Moderator:

Michael Rice -
 TargetMarketInteractive

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- * **Do** set up tracking URLs to monitor search engine marketing efforts whenever possible.
- * **Do** take a methodical, long-term approach to search engine marketing that combines both paid and unpaid efforts.
- * **Do** optimize page design to match the indexing criteria of the crawling search engines.
- * **Do** consider each page of your site a potential entry point for search engines.
- * **Don't** use spam tactics to increase search engine rankings.
- * **Don't** include keywords in meta tags that are not present on that page.



- * **Do** choose keywords relevant to your business. Relevant keywords increase click-through rate and, because ads are ranked by ad performance times CPC, your ads will rank higher.
- * **Do** write ad content that is clear, concise and compelling.
- * **Do** develop ad groups around particular products or services offered by your business. Organizing ad groups around a particular theme helps you to write relevant ads and enables you to navigate the account more easily.
- * **Do** create multiple ads for each group to test different creatives and messages with your keywords.
- * **Do use** tracking URLs to monitor conversion rates and ROI



- * **Do** select relevant keywords.
- * **Do** write clear, factual titles & descriptions.
- * **Do** point URLs to pages with keyword related content.
- * **Do** track conversion/ROI by keyword.



- * **Do** use words on the site and in the metatags that a user would also use when searching. For example, don't use the phrase "intra state relocation", but rather "short range moving" or even just "moving services".
- * **Do** build a site that can be indexed by search engines.
- * **Do** use search engine inclusion programs to index your 'deep' content.
- * **Don't** Spam!
- * **Don't** forget to update the metatag info on your site as the content on your site changes.

