

Top tips for good SEO practice

1 Page layout factors

- 2 Use the title tags including target keyphrases/terms
- 3 Write the meta tags including target keyphrases/terms – they must be different for each page
- 4 Include keywords in your links
- 5 Use keywords in the H1 tag
- 6 Do not change dynamic URLs to static ones
- 7 Complete the Alt attributes in images using meaningful words
- 8 Text needs to be present on the page (at least 500 words)
- 9 Use keywords in the text several times
- 10 Have fresh data on the site on a regular basis

11 Site Architecture

- 12 Use keywords in page names
- 13 Avoid subdirectories
- 14 Use keywords in the navigation menu
- 15 Use keywords in page names
- 16 Optimise each page for its own keyword phrase
- 17 Optimise the main page for the most important keyphrases
- 18 Make sure the site is well linked
- 19 Include a Robots.txt

20 Common mistakes

- 21 Do not use a graphic header
- 22 Do not use a graphic navigation menu

- 23 Do not use script navigation for the menu
- 24 Session identifiers can hinder spiders
- 25 Only use redirects is absolutely necessary – use a 301 redirect or a 302 if the content has changed
- 26 Do not use hidden text
- 27 Do not duplicate content
- 28 Do not over-use target keywords and keyphrases
- 29 Using frames, Javascript navigation or image maps means that the page does not get properly indexed.
- 30 Abstain from using flash
- 31 External factors
 - 32 Cultivate inbound links from authority sources (blogs, big sites, news sites...)
 - 33 Submit to quality directories
 - 34 Use social media to boost inbound links and site visibility
 - 35 Link to high quality sources