

Pleasing Search Engines

Here are 10 things you can do in only a few minutes to make your Web site search engine optimized:

- Focus on writing compelling content for humans, not for search engines.
- Use relevant <title> tags on each page.
- Add meta description and keyword tags. (In Joomla and Mambo that's done via Global Configuration under the Site Link.)
- Keep page content on the shorter side, but make sure to still completely communicate a full idea. Don't use 800 words for something that requires only 500. Longer content should be broken up into separate pages with keyword-laced title tags.
- Make sure that your Web pages have correct HTML coding. Use a validation tool such as the W3C Markup Validation Service to check each page's syntax.
- Search engines tend to prefer sites with more than a handful of pages. If your site has fewer than 10 pages, add one Web page of content today. Even if it has more than 10, consider adding more: search engines love sites with regularly updated content.
- Use NicheBOT or Wordtracker to find the most common search keywords for your topic. Use those words (and variants) on your new pages.
- Explore Google's Webmaster Tools area. Create a sitemap and register it there. (Download and install Joomap to your Joomla web site to accomplish this - so easy!)
- Use <h1>, <h2>, etc., tags instead of tags for your site's headlines.
- Request one new link from a Web directory or other Web site related to your topic.