

Search Engine Optimization Checklist by Kelly Ford, Crimson Dog Web Design
www.crimsondog.com

How do you ensure that your website is properly optimized for search engines? The following quick checklist can help you improve your website ranking:

- Is your website listed in Google? If not, you might want to make sure that you submit your website by going to www.google.com/addurl.html
- Is your website invisible to search engines?
- Have you checked your keywords and key phrases?
- Are you using frames for your website structure?
- Do you have a good page TITLE?
- Do you have a good DESCRIPTION tag?
- Is your website navigation visible to search engines?
- Do you have a pointless "Flash" animation of your entry page?
- Do you have raw text or is it embedded into images?
- Does your website content contain the right keywords
- Do you have links pointing to your website?

Kelly Ford is owner of Crimson Dog Web Design Services which specializes in the complete construction of small/medium sized web sites for businesses and organizations utilizing the latest tools in software technology. Crimson Dog creates original and creative web sites that will meet and exceed your expectations in usability, aesthetics and communication