



# SEARCH ENGINE OPTIMIZATION

1/5/11

How can you bring more people to your business  
without having to hire more sales people  
or increasing hours?

Have a website that sings,  
comes up high on the search engines  
and gives your business added credibility.

Bait your advertising hook with innovative creative solutions,  
and be prepared to reel in more business.



1731 Emerson Street • Jacksonville, FL 32207  
904 398 3699 • Fax 904 398 3799  
mary@maryfisherdesign.com • www.maryfisherdesign.com



1731 EMERSON STREET • JACKSONVILLE, FL 32207  
904 398 3699 • FAX 904 398 3799  
[www.maryfisherdesign.com](http://www.maryfisherdesign.com)

## SEARCH ENGINE OPTIMIZATION

**Domain name:** Pick a short easy to remember name. If you can make sure it includes key words people might put into the search engines. You can have several domain names and redirect each name to one site. Put the files on the site that has the appropriate key words in the URL. Websites that have been on the internet the longest may come up higher on the search engines.

**Page Titles:** Each page should have a unique title that utilizes important keywords people will put into the search engine. I like to include the region you do business in. Perhaps you have one page that says Jacksonville Florida. One page may say North Florida. One page may include San Marco. Shorter site titles are usually better than really long ones: 70 characters, spaces, punctuation. The most important words should be first. The domain name or name of business is unnecessary if it is in the URL.

**Text:** Use words in your text that the average person would put into the search engine to find you. Targeting keyword phrases is a much better idea than trying to target individual words. Target different keyword phrases on each page. It is okay to be redundant with your verbiage. Make sure you have appropriate verbiage on your homepage. A bulleted list is powerful in search engine optimization.

**Subheads:** Use larger bolder subhead in your copy. Put important keywords in your subheads. It must be coded as an H1 or H2 header.

**Flash:** Do not design your entire homepage or the rest of your site using Flash. Your site will not be picked up by the search engines. It is okay to have a small flash intro with Html text also on the page. Do not use flash navigation if possible. It will inhibit the search engines from finding the other pages in your website. And cannot be seen on an iphone.

**Graphics:** Make sure your important verbiage is not in the graphics part of the website. The easier way to tell is by trying to highlight the text. If you can highlight it, it is text, if not, it is probably a graphic or Flash.

**Backlinks:** Have your website listed on other sites: WBO, Chamber of Commerce, online directories. Make sure to use your website on LinkedIn, FaceBook, Merchant Circle, Plaxo, YouTube, Twitter. A short YouTube that teaches is a very powerful backlink. Use your website in your signature in blogs and forums.

**Alt tags:** Have the designer/programmer put alt tags on the photos and name the photos with important key words. Also don't name the photo something generic like 'image 1.jpg', instead name the photo 'advertising.jpg'.

**Meta keywords:** Make sure your site developer puts meta key words into the programming. They should reflect the copy on the web page. Include any common misspellings of your name or business. Also make sure to have meta descriptions as these will show on the search results. It should include 25 words separated by commas. If your name is commonly misspelled, this is a good place to put the misspelling. Meta tag key words are not as important as they were previously. Google hardly uses them at all anymore. The other search engines still use them.

**Meta Description:** Typically 20 words. This will show in the google search.

**Fresh text:** Make changes to your website on a regular basis. Once a month is appropriate. Add awards, new work, staff changes, new clients, or just make a small change to the text. Add a blog to your site that is easy to update.

**Contact Information:** Put your company name address and phone number on each page.

**Data capture with downloadable white paper:** For example, 10 mistakes people make when designing a website. Then capture the downloader's name and email address. Use that to send out an email marketing campaign.

**Google maps:** Make sure your business and website is listed in Google maps. And make sure you have some good reviews there.

**Submit your site to the search engines:** Submit to Google, Yahoo, Bing. If you are not coming up on Yahoo, you may opt to pay them \$299 a year. Business.com is a good directory and backlink. It also costs \$299.



1731 EMERSON STREET • JACKSONVILLE, FL 32207  
904 398 3699 • FAX 904 398 3799  
www.maryfisherdesign.com

# ANATOMY OF AN OPTIMIZED WEBSITE

Page Title: Graphic design website design advertising marketing Jacksonville, Florida

URL with good key word (design): http://www.maryfisherdesign.com/

Navigation: Home, Contact Us, 904.398.3699 x 1

Company: Mary Fisher Design

Services: [Link]

Staff: [Link]

Portfolio: [Link]

Specialties: [Link]

How We Work: [Link]

Effective marketing: [Link]

Recent Awards: [Link]

Blog: [Link]

AIGA

**Bon Appétit.**

**When it comes to marketing mix, we bring a lot to the table.**

**NEED FRESH BAIT?**

**Does your website or brochure stink?**

Are you fishing for business but not pulling in a great catch? Maybe you need some fresh bait. At Mary Fisher Design, we have marketing strategies that will hook new clients every time. It doesn't matter if you're a Fortune 500 company or a small business, we'll find the angle that works best for you. Are you ready to reel in the big ones? Let us put some fresh bait on your hook.

- Web Site Design & Programming
- SEO / Search Engine Optimization
- CMS / Content Management System
- Brochures, Post Cards & Direct Mail
- Logos & Corporate Identity Systems
- Newsletters & Company Magazines
- Book Covers
- Annual Reports & Web Sites
- Newspaper & Magazine Ads
- Radio
- Tradeshow Booths
- Public Relations
- Videos

Mary Fisher Design proudly serves clients in Jacksonville, Jacksonville Beach, Neptune Beach, Atlantic Beach, Ponte Vedra Beach, Flagler Beach, Fernandina Beach, Amelia Island, St. Augustine Beach, Orange Park, Mcclelleny, Kaysville Heights, Palatka, Palm Coast, Orlando. We also provide services to clients all over the United States.

1731 Emerson St. | Jacksonville, FL 32207  
904.398.3699 | mary [at] maryfisherdesign.com  
© Mary Fisher Design. All rights reserved.

Grow your business by partnering with our experienced marketing team. We are not only creative, but also efficient with your time and money. You will work directly with the creatives as opposed to sales people.

Call 904-398-3699 x 1 or [Send a message](#) to schedule a no cost consultation.

**Download a FREE Report: Marketing During A Recession**

list of regions serviced

Address on every page, phone number 2-3 times on home page

Html text, not graphics

H1 header, using keywords

value proposition statement

Bulleted list containing good keywords

call to action

data capture with white paper download