

# 2016 TEN SEO TIPS

## Do It Yourself Guide

### Know Your Keywords

1

Pull your Google Adwords out of your toolbox and use it to find your 10 most successful keywords. Don't always assume you know what they are. Look at your suggestions for "high traffic" and "low competition"

### Unique Powerful Titles

2

Title tags are the words on the tab of your browser, and they are also one of the first interactions that Google has with your web page. Keep them unique, powerful, and keyword rich.

### Keywords & Descriptions

3

Metatags are not seen by visitors, but Search Engines use them to verify keywords for properly indexing your web page. Help Google along and give them a path to follow.



## Define Your Images with ALT

4

With Google Images, you can now index the images on your website. Google can't see your image, so let them know what your pictures are worth with a description in the ALT tag.

## Links Can Hurt or Help You

5

Links are categorized in inbound links, internal links and outbound links. If you link farm - keyword spam with links - you will be penalized by the cute little penguin that works for Google.

## Header Tags <H1>

6

Header tags aren't just for layout anymore. Every header tag can have the power of it's number, with <h1> tags being the most powerful, and then loosing SEO power as the drop.

## Text Density

7

Did you know that google searches through All of your text?! They count how many times each words show up and how much text you have as compared to the amount of html. Make sure that the text wins.

## XML Sitemaps

8

Organize your pages and content in a way that is easy for Google to understand. You can make things easy on yourself when you make things easy on Google.

## Google Tools

9

Google wants you to succeed. They are here to help you find new customers by leading their customers to find you. Use the tools they've given you to succeed. A few of these are listed at the end of this page.

## Mobilegeddon

10

50% of all Google searches are done on mobile devices. Mobile won't show your website in it's response if your website isn't compatible. Don't loose customers merely because they can't find you.

Dark Twin Marketing and Publications wants you to success without having to use blackhat seo techniques. If you need an SEO representative to help you along your way. Just let us know how we can help at

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