

OPTIMIZE YOUR WEBSITE

Follow these simple tips to help Google understand the content on your site. This information helps deliver great results to searchers (your future customers)!

1. LOOK GOOD IN THE SEARCH RESULTS

- A** Your page title is used as a suggestion for the title in Google's search results. Describe your business in a concise, informative phrase.
- B** Domain names are an important part of Google's search results. Choose a descriptive and easy-to-read domain name for your website. Sub-pages should also be easy to read. For example, use www.stasiabakery.com/custom-cakes instead of www.stasiabakery.com/prodid?12345.
- C** Meta descriptions are page summaries often used by Google and other search engines on the search results page. Write unique descriptions for each page in 160 characters or less.

✓

A [Stasia's Bakery - The Best Bakery In New York](#)

B www.stasiabakery.com/

C A family owned bakery located in the heart of New York's cutest neighborhood specializing in custom cakes and pastries.

✗

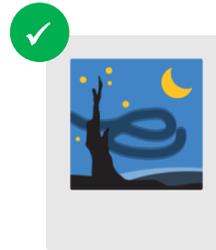
A [Home Page/](#)

B www.example.com/

C Welcome to the home page of our new store! About | News | How to find Us

2. HELP GOOGLE UNDERSTAND IMAGES

- A** Give your images short, descriptive file names.
- B** The "alt" attribute describes the image. This helps Google understand what's in the image.
- C** Write a short caption on the page below each image. Put important information in text rather than images.



A `` **B**

High quality prints of Van Gogh's Starry Night **C**

3. UPDATE AND KEEP GOING



PROVIDE USEFUL CONTENT AND KEEP IT UP TO DATE

Your website is like a virtual storefront. You wouldn't leave a store unattended for 6 months, right? Keep your site fresh by starting a blog, announcing new products, sales, and special offers. Remember to put yourself in your customer's shoes and make sure you provide them with the information they need.

MORE INFORMATION & SUPPORT

Google's Webmaster Academy offers free step-by-step lessons and short instructional videos.

g.co/webmasteracademy

Looking for more advice on how to optimize your website? Read Google's SEO starter guide:

g.co/seoguide

Google's free Webmaster Tools helps you understand and improve your website, get timely alerts on problems, and find answers to questions.

google.com/webmasters