

## 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](http://www.stasiabakery.com/custom-cakes) instead of [www.stasiabakery.com/prodid?12345](http://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.

**Correct Example:**

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

**B** [www.stasiabakery.com/](http://www.stasiabakery.com/)

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

**Incorrect Example:**

**A** [Home Page/](#)

**B** [www.example.com/](http://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.

**Correct Example:**

**A** ``

**B** `alt="Poster Of Van Gogh's Starry Night" />`

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

### 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](http://g.co/webmasteracademy)

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

[g.co/seoguide](http://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](http://google.com/webmasters)