



Brand Development • Marketing • IT Solutions

POWER POINT³ Inc.

10 Point

Website Tune-up

**How to Maximize Your
Website for Better
Search Engine Ranking**

Leading the Way to Success!



Thank you for taking the time to download our [10-Point Search Engine Tune-up White Paper](#). We know there are additional facets to a truly optimized and effective web presence but it's our hope that you will be able to gain great mileage out of the steps contained in this document.

Power Point3, Inc. is a 20 year old Marketing, Advertising, Public Relations and Creative Design Firm. We have been designing and building high-quality, results-driven website for our clients since the mid-1990's. We place an emphasis on building powerfully branded, custom websites that generate leads and sales 24/7.

It's our hope that you will consider Power Point3 as a resource to help you increase your rate of success. We pride ourselves in working within your budget to generate powerful and captivating income producing marketing concepts that employ tried-and-true sales strategies.

We also offer a FREE Marketing & Website Analysis to help you get started. So, if you're serious about your business and you're ready to start generating more revenue, please give us a call today 1.800.515.9422

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10-Point Website

Search Engine Tune-Up!



- **Would you like more internet traffic?**
- **Have you updated your site recently?**
- **How do you rank on Google and other Search Engines?**
- **Is your website driving a stampede of traffic to your door?**

Gain more customers and close more sales with increased internet traffic!

Step 1: Update and Define Unique Page Titles for each page of your site

Almost everyone has heard the term “search engine ranking.” One of the key components of search engine ranking is how many pages of your site has the search engines indexed.

One way to ensure that the search engines notice and index more pages of your site, is to make certain that each page has a unique title that reflects the contents of that page.

Step 2: Verify, Add or Adjust Keyword & Keyword Phrase Meta tags

Keyword, Keyword Phrases or Meta Descriptions account for a large portion of your site being noticed and how it is references by the Search Engines.

Standards and practices have changed and evolved over the years as the internet has continued to grow. Many of the keyword strategies practiced years ago can now actually penalize your site’s ranking.

Use only relevant keywords to content of your site and pages. Avoid using keyword or keyword phrases on pages that don’t refer to those keywords.

Step 3: Keyword Rich Content

Keyword rich content is probably the most singularly important step in the 10-Point Tune-up Process. Internet users are searching for information to buy products or services. Higher quality, keyword rich, relevant site content always wins out over site without good quality content.

A rule of thumb to follow is 5% to 10% keyword density. Please don’t overdo the keywords just for the sake of adding keywords to the content. In other words, don’t forget that you are writing the site text for humans, not search engines.

Step 4: Verify, Add or Adjust Keyword Image “Alt Text” Tags

Image Alt Text Tags serve as a dual purpose. They identify images on you site for handicap accessibility and they can offer keyword rich image descriptions to search engines.

Giving the search engines the additional descriptive information can greatly increase your site’s traffic. This is an opportunity for additional keyword implementation that many web programmers overlook.

Step 5: Use proper style tag format

There are clean ways to code a site and there are not so clean ways to code a site. From a visual standpoint, your visitors won’t be able to tell the difference. However, from a search engine standpoint, sloppy coding can cost you ranking!

The search engines are responsible for indexing billions of pages. If you look at this from an analytical standpoint, you’ll quickly understand that the more organized and efficient your site’s code is, the more friendly it will be to the search engines.

As an example: a site coded with H1, H2, H3 (header font tags) is going to make more sense to a search engine algorithm over a site coded with a tag that reads font:arial, style:bold, size:18. The reason for this is that H1 universally signifies to the search engines that this tag represents an important headline in the site content. A tag reading font:arial, style:bold, size:18 signifies nothing of any importance.

Examples of other font tags that make a difference would be to use “” over “” or “” over “<i>” Even though they produce the same visual result, search engines interpret their use differently.

Step 6: Keyword Rich Content

Cascading Style Sheets can bring additional efficiency and organization to your website code!

CSS creates a single file that tells search engines and web browsers how the page is formatted. It keeps the site code clean and efficient vs. having extra code defining formatting styles scattered throughout each page.

Cascading Style Sheets also reduces the amount of code needed to produce your website, making it more desirable to both search engines and internet browsers.

Step 7: Update Your Page Code Version

Over the years webpage code standards have evolved to improve Internet browsing experiences, security measures and viewing experience. Updating old programming code from previous standards can dramatically help your website's effectiveness and functionality.

Alternatively, if you don't keep your website up to date with current programming standards you run the risk of having both your website fall in search ranking and you also run the risk of having potential customers not be able to access or view your site as it was intended to be accessed.

Step 8: Update Your Copyright Records

People browsing the internet are either looking for information, products or services. Your Copyright records at the bottom of your site does two things. It protects your intellectual property and it informs your website visitors that the information, products and services contained on your website are current and up to date.

If you consider this from your own perspective, you will quickly see that you would have more interest or put more value on current up-to-date site information, products and service than you would for older, possibly out-of-date content.

The Information, products or service may not have changed but keeping your copyright information updated will keep up appearances and show that your business is relevant and important to you.

*Posting a Copyright symbol or date on your webpage does not count as genuine copyright protection. To protect your site content please contact the U.S. Copyright Office or ask us for assistance.

Step 9: Create a Robot Text File

Search engines use programs called bots, spiders and crawlers to scan and index your site. In addition to all of the important steps mentioned above, another key item to aid in the search engine's ability to index your site is to create a Robot File. It will specifically tell the search engines the key areas and ways to scan your web site.

Robot File Maker: <http://www.clickability.co.uk/robotstxt.html>

Robot Checker: <http://tool.motoricerca.info/robots-checker.phtml>

Step 10: Create a Website Sitemap

This is an invaluable tool for helping the Search Engines index the structure of your site. It helps define the site structure in terms that the Search Engines can quickly identify and index.

There are several sitemap generators online, however, many do not follow proper formatting. If you would like us to generate a complimentary sitemap for you, please email us with your domain name. sitemaps@powerpoint3.com

Thank You!

We hope that you've found this information useful and relevant. If you have any questions or you would like further assistance implementing any of these steps, please call us at **1.800.515.9422**.

Leading the Way to Success!



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