

## Gain more business through your website!

We help your organization communicate with your prospects in an aesthetically appealing and efficient manner by offering you affordable web design and development services for all types of businesses. We produce business websites and web pages that are not only beautifully creative, fresh, clean, and crisp, but are technically sound and economically affordable. Now you can have that strong online presence that you've always dreamed of. Your website will be the most spectacular representation of your brand, drive the right traffic to it, and guarantee more business.

## What is Website Optimization?

Also called search engine optimization (SEO), website optimization is a phrase that describes the procedures used to optimize – or to design from scratch – a website to rank well in search engines. Website optimization includes processes such as adding relevant keyword and phrases on the website, editing meta tags, image tags, and optimizing other components of your website to ensure that it is accessible to a search engine and improve the overall chances that the website will be indexed by search engines.

## Top Tips

- 1. Choose the right URL.** Before your website goes live, you need to select a URL. Also known as your domain name, it's the address that visitors will type in to find your site—like the giant sign above a storefront window.
- 2. Create titles and descriptions for each page.** Did you know that you can write a unique title and description for each page on your website? These are brief texts that accurately and clearly describe what your business does, ideally with a few keywords and phrases mixed in.
- 3. Utilize anchor text.** As you write the text for your website, consider where you can use anchor text within your site. Anchor what? No, it has nothing to do with sailing. Anchor text is simply text that visitors can click on to be taken directly to another web page, either on your site or anywhere on the Internet.
- 4. Add alt text to all your images.** Search engines are great at reading text on your website, but they still haven't quite figured out how to look at the images on your site. To understand what's displayed in a photo or graphic, search engines look for "alt text," a concise written description (just a few words) about each image on a website.

*Optimization is generally detrimental to future success,  
but it is the only way to accomplish present success in competition  
with others who are equally interested in short-term results.*

Erik Naggum

