Search Engine Registration Worksheet

Dear SEO Customer,

Please assist us in creating a website that will receive a high ranking on search engines and directories by providing us with the following information. This worksheet is designed as a guide to help you make the most of your search engine optimization. Some of the information you provide will be embedded within your website code and will not be visible to the public. Finally, this information is only part of the SEO process and many other techniques will be used to improve your ranking.

Thank you.

We appreciate your business!

Meta Keywords / Keyword Phrases: The use of appropriate keywords can increase the chances that your site will show up on a search results page when viewers search for a topic related to your site.

Example:

Title: ACME Group Management Consultants
Keywords: management consulting, leadership training, executive coaching, strategic planning, franchise
                    development, organization development

To Do:

Please provide a list of keyword and keyword phrases that are relevant to your company and that you believe people would most likely be searching on to find you. Don't worry if you don't get them all. We will research the top keywords and find alternatives.

Company Title (Page Title): You may want to modify your company title to include keywords. Your company name must be the first word(s) of your title.

Good Example:

Title: ACME Lawnmowers
Description: Grass cutting equipment, garden tools and landscape design

Bad Example:

Title: AMCE
Description: Lawnmowers

To Do:

Please provide a few keywords and / or keyword phrases to be used on each major page of your website.

Meta Description: No longer than 25 words. Try to include as many keywords within the description as possible. It must be a natural sentence, with one full stop at the end. If you try to break it into two sentences, even if they are both within the maximum limit, chances are that the second sentence will be disregarded. Try to avoid the use of commas. <u>Do not</u> include brand names in the description, numbers or use marketing language or slogans.

To Do:

Please provide a 25 word description of your company.

Category (for directories): In order to choose the appropriate category, perform a search on Yahoo for keywords at the top of your list. Selecting the right category is critical, especially for the Yahoo listing, because it is very difficult to get an entry modified once it has been submitted. Conduct some searches on Yahoo and see what categories (now called concepts) you fall under.

For Example:

Ideally, ACME Group Management Consultants will be found under "Business Management Consulting"

To Do:

Please choose some appropriate concepts that represent your website.

Your Domain Name (URL): Ideally, your domain name will contain a keyword or two. A straight domain name will give you a better chance of getting listed in the first position. If you are already using a domain name, this will likely not be relevant. However, if you are developing a website for the first time, consider using 1-2 keywords in your domain name selection.

To Do:

Please provide an available domain name that contains a 1-2 keywords.

A few other things to keep in mind:

- True high rankings are achieved by having a first page ranking on most of the search engines for many keywords (not just one or two). You have to be able to appear on the first or second results page otherwise it is very unlikely that searchers will click on your site.
- Achieving good rankings is a process that takes time. Results can typically be seen in 3-6 months but this is not a quick process. The search engines use their own closely guarded methods for ranking websites and they do not index sites immediately.
- Try to use different keyword patterns and titles for ALL of the major pages in your website. The goal of SEO is to be found by many keyword searches. Having each page cater to a different set of keywords will help people find you.
- Do not be too broad with your keyword and keyword phrases. Try to narrow down your keywords and focus on something specific.
- If possible, make keywords stand out on a page. This will help viewers locate what they are searching for.
- Yahoo uses 250 characters for it's meta description; Google uses 156 characters (these include spaces)