



## SEARCH ENGINE OPTIMIZATION

1. **CONTENT IS KING** — When a search engine ranks a page, the search engine is ALWAYS trying to put the best results at the top. Search engines have lots of criteria for determining the “quality” of content and that algorithm is always changing. The best thing you can do for your site is to write the most descriptive copy that you can. It WILL be recognized.
2. **ADD A STRONG HEADLINE** — eMAGC uses your headline to create a page title, which search engines use to determine page quality and ranking. When creating a title, be functional, not clever. Do not name your headline the name of your site. The name of your site is already added as a title.
3. **HAVE A STRONG LEAD SENTENCE** — Search engines can easily find the content of your website, and they give preferential treatment to the first sentence of your main paragraph. Always be explicit in your first sentence. In addition, eMAGC uses your lead sentence as to describe your page to the search engine. Extra care should always be given to your lead sentence.
4. **DON'T FORGET ABOUT KEYWORD DENSITY** — To define your site, search engines look at keyword density to determine how to define your page and rank. Search engines, as well as eMAGC, look at single, double and triple keyword density. Make sure you follow these rules when adding your keywords to your page:
  - Try to mention significant keywords on any given page at least three times.
  - Mention your keywords no more than four times for an average-sized page.
  - Mention your keywords in your headline.
5. **MENTION WHERE YOU LIVE** — If you're providing a local product or service, it's a good idea to say on your main page what area you service.