

# 10 SEO Tips For SMBs

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## Keywords

Do the research. Don't assume you know what phrases your customers will use to find your solution. And, don't go after keywords that are too general. Google says that over half of all searches are now three-word phrases, or more.

## Title Tags

Make them unique on all pages that are important. Include 2-4 keyword phrases.

## Description Tags

Another tag that needs to be unique on all important pages. Include the KPs in the title.

## Content

The content on your pages needs to be current and continuously refreshed. Content IS King. Don't hide all the good stuff behind forms requiring your visitors to sign up for it, either.

## Forget PageRank

Google PageRank is not a current, frequently updated measure for your website's visibility. Spend your time focusing on your site and its content, rather than its PageRank.

## Canonicalization

Be sure your website isn't a duplicate of itself. The search engines see [www.yourwebsite.com](http://www.yourwebsite.com) and [yourwebsite.com](http://yourwebsite.com) as two separate addresses, with the same content on each. Point the secondary domain spelling to your preferred version.

## Navigation

Don't use JavaScript and Flash for navigational elements when you can create searchable, stylish, keyword-rich links in CSS and achieve the same visual results.

## Go Easy on the Scripting

Spiders should see lots of great copy on your site, not lots of great scripting. Move as much scripting as possible to external files.

## Information Architecture

Make it easy for your customers to find what they're looking for by using descriptive navigation elements and categories/subcategories. "White Papers" and "Press Releases" are much more descriptive than something like "Resources."

## Maintenance

A well-optimized site is never finished. Continue to add content to develop information silos built around the main topics in your keyword phrases, and utilize all the resources you can to create external links to point to this content (directories, blogs, RSS, articles, etc.).