

Content:

Content is king when it comes to search engine optimization. Search engines like Google Yahoo and MSN love fresh new content that is changing on a daily basis.

Quality Content

- **Quality Content:** Create a useful, information-rich site, and write pages that clearly and accurately describe your content. Research words users would type to find your pages, and include those words in your content. (See right for keyword tools)
- **Keywords:** Make sure to include text to display important names, content, or links. The Google crawler doesn't recognize text contained in images. Make sure that your TITLE and image ALT tags in the HTML are descriptive and accurate.
- **Adding new content to your pages:** Each time you add or change content on your site, search engines treat it as new content, and they will increase your ranking over time as you continue to provide new quality content.
- **Add a Blog:** Write often, write quality content related to your website. Post photos, news, videos, ideas... new original content is beloved by Google.

Make Content Easy To Find:

- **Text Linking within a website:** Make a site with a clear hierarchy and use text links. Every page should be reachable from at least one static text link.
- **Use Unique, keyword-driven Page Titles:** Write short, concise page titles for each of your pages. Write page titles that are specific to every page's content. It is good to use Google's Keyword Tool (see link on right) to research what keywords are best to use, as it will show you how many people searched your keywords, and also suggest related keyword/phrases with search stats to show you what keywords are most highly searched.
- **Add keyword and description Meta Tags for each page:** Though these are not anywhere near as valuable to search engines as the page titles, it is still useful to write short, concise page descriptions that complement your Page Title for each page. For keywords, include up to 5 words or phrases, with each word or phrase separated by commas -- and write them specific to each pages' content. Most website editing software (Wix, Wordpress, Drupal) allows you to enter in these meta and title tags to your pages. Make sure to use these tools!

Title & Meta Tags HTML Example

(if using Wix or other editors, you don't need to worry about this HTML code as they generate it for you):

```
<head>
<title>Denver Watercolor Artist</title>
<meta name="keywords" content="denver watercolor artist, colorado watercolor artist">
<meta name="description" content="Organic flowers in Denver, Colorado.">
</head>
```

- **Sitemaps:** Creation of a sitemap.xml file, and submitting it to Google through Webmaster Tools is important to get fully indexed. Some sites have auto-generators of sitemap.xml files, or you can also use third-party generators such as: www.xml-sitemaps.com

Incoming Links / Link Building:

Incoming links are the links pointing to your website's pages from another website. When certain words are used in the text of those links, your site is more likely to rank well for the words that were used. It is important for links to be from relevant sites to your business. That means if you have are in the art business, you should get listed on sites such as Galleries you are showing in, fellow artists' websites, schools, art fairs, membership/clubs, etc.

- **Anchor text links** - these are linked words that link to a specific page related to the words. For example, an artist could have other sites link the text: "[Watercolor Art in Colorado](#)" to the homepage of her website. This link incorporates good keywords that are likely to be searched often. These links will help with a page's search engine ranking.
- **URL links** - where the "anchor text" is the URL of a web page. For example: "View my portfolio of my oil paintings at www.juliesoils.com/oil-paintings.htm"

Hiring A Company for Website Design and/or Search Engine Optimization

Professional Web Design Companies will incorporate the guidelines listed on the left when designing your website.

If you are providing the content, make sure to use keywords in your copy.

Researching keywords is always a good idea, use the free keyword tool from Google Adwords:

<http://adwords.google.com/keywordplanner>

If you desire your website to be in the top 10 in search engines for specific keywords, especially for competitive highly searched terms, I recommend hiring a company that specializes in Search Engine Optimization – however, don't rush into any contracts, and make sure the company comes highly recommended by people/businesses you know. There are a lot of snake oil companies in the business! Here are some tips from Google about hiring a Search Engine Company: google.com/webmasters/seo.html

Please feel free to contact me with questions regarding website design and SEO at 720.260.3541.

Submission to Search Engines:

When you have built a website that has quality content, it's time to start marketing it. Here are some guidelines to get your site into Search Engines:

- Submit to Dmoz directory (free): <http://www.dmoz.org>
- Submit to Yahoo at (free): <http://search.yahoo.com/info/submit.html>
- Submit to Google at (free): <http://www.google.com/addurl.html>
- Submit sitemap.xml file to Google via Webmaster Tools
- **Use Social Media to link to your website!** Post your work, events or gallery showings, and make sure to link to your website
- Create a Google+ Page for your business, and setup your Local listing if you have a public address so that you can ask your clients, family and friends to review you on Google (numerous 5 Star reviews are a great help for SEO!)
- Have other relevant sites link to yours. That means if you are an artist, you should ask to get linked to from galleries, fellow artists' schools, or other related websites.

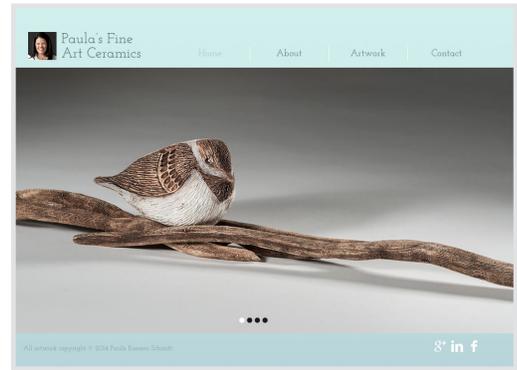
Wix for Artists:

As a website designer, I often have clients who have small (or no) budgets for the cost of custom website development. I have recently discovered Wix, which is a great tool that I have been using to build custom layouts that are easy for clients to edit, allowing anyone with access to an internet browser to edit their website on a regular basis. All without the high cost of custom programmers, or the headaches of a hard-to-use editor – Wix is actually fun to use! I want to share this great tool with fellow artists and friends because I really think it's an amazing website builder!

SEVEN REASONS WIX IS A GREAT PLATFORM:

- 1. Wix makes it easy to update text, photos, slideshows, video, and pages.** The website is very flexible, you can use one of their beautiful free templates, or you can also contact me and I can help design or customize a template, then you can easily edit and manage your website and galleries on a regular basis without coding knowledge.
- 2. An unlimited free trial** – I really love that you can setup your entire site in Wix for free, the only cost is that they put their logo at the top and bottom of the trial websites - it's not too obtrusive. If you want to use your own custom domain name, or if you don't want the Wix branding, you can simply upgrade to a paid version.
- 3. A million dollar Content Management System (CMS) that costs nearly the same as regular hosting** – \$8.25 a month for a basic plan, or \$16.17 for an eCommerce plan for selling online. I think Wix is very reasonable in their pricing, as you get a really easy to use, flexible editing system!
- 4. Ecommerce Shopping Cart** – In the premium paid versions, you can use the built-in ecommerce cart to sell your work easily online. You can even use Paypal to get paid directly to your PayPal account - so you don't have to setup any costly merchant accounts or other payment gateways that require monthly fees. You could also easily embed or link your Wix website to third-party ecommerce systems, such as Square Market (squareup.com)
- 5. Mobilization of your website** – Wix offers an incredibly easy to use mobile optimization that allows us to customize each page for it's mobile version. You can show/hide different elements, and Wix automatically builds an expanding Menu button for easy navigation on Smartphones. The greatest thing is, if you edit the main website's copy, photos or slideshows, the mobile version is automatically updated with the changes.
- 6. Good Tech Support** – you can schedule calls with their excellent support staff, who will call you to discuss and troubleshoot specific problems or needs for your website. They also have a good online Support Forum where you can post questions and they usually get answered within a day.
- 7. Good Search Engine Optimization (SEO) features** – you can easily add page titles, meta keywords, descriptions, and alt tags using Wix's easy SEO features. This is the perfect start for good search engine optimization of your site.

Examples of Recent Wix Designs:



To setup a free Wix account*, visit:
www.ijdesign.com/wix/

**This is an unlimited free trial, but if you decide to purchase a plan down the road, make sure to contact me at idelle@ijdesign.com or 720.260.3541 and I can get you a current discount code so you can save on the monthly fees.*

If you could use a beautiful website that you are able to easily edit and update over time, I highly recommend checking out Wix!

If you aren't a computer wizard, if you would like help designing your website, or if you just need a tutorial so that you can get the hang of how it works, feel free to call me – I can work with you to put together a beautiful website that you can easily update and add your work to over time – and be proud to share with the world!

If you have questions, want to get feedback or help, or just want to show off your Wix website, contact me!

Idelle Fisher, 720.260.3541, idelle@ijdesign.com