



2006 SE B&B Conference  
Web Site Do's & Don'ts Worksheet  
*Market your business without going Nuts!*  
<http://www.acorn-is.com> 877-ACORN-99

## Web Site Do's

- Do have a pleasing, easy to read, easy to navigate, fast loading, informative (words and images) Web Site that is tested on a variety of browsers.
- Do have different but appropriate Meta Tags with supporting text on each page. (title, description, keywords) \*\*
- Use a search phase look-up tool such as WordTracker or Overture to determine what people are typing. \*\*
- Do work to get good link popularity – Not link farms! \*\*
- Do add ALT Tags to your images – but don't use images in place of text. Search engines can't "read" an image (other than the alt tag) but they do read real text.
- Do have good navigation with interconnecting text links or a site map reference on all Web Site pages.
- Do have at least 150 words of well-written, naturally sounding text on each page you plan to market.
- Do have a web site tracker that is not cumulative, and can separate spiders from total humans visitors, provides referrals, search terms, etc. \*\*
- Do install the Conversion Tracking Code if you have PPC listings and an online reservation system such as Availability Online or Webervations. \*\*

## Once your site is Search Engine Friendly

- Do submit to any and all free listings and directories that support your business type.
- Do submit to all the free search engines you can (Google, Lycos, Altavista, etc...). There are only about 6-8 major search engines left.
- Do sign up with all the online directories that best support your business.
- Do sign up with PPC ([Pay Per Click](#)) with Overture, Google, Looksmart, etc if you aren't getting the business you need. \*\*
- Do sign up with PPI ([Pay Per Inclusion](#)) with Overture Site Match if you aren't getting the business you need. \*\*

## Web Site Don'ts

- Don't have a "framed" site – search engines have difficulties crawling a framed site
- Don't be part of a link farm

- Don't over "stuff" your keywords in your text
- Don't over populate your Metas (title, description, keywords, etc.)
- Don't use hidden or slightly off color text to fool the search engines.
- Don't search engine market more than 1 URL to your web site.
- Don't provide more than 100 links on any one page.
- Don't create a web site that replaces text with FLASH imagery.
- Don't use a splash entry page – but if you ABSOLUTELY MUST and can't live without one, don't create it without using additional text on the splash page for the search engines to use to index the page.

\*\* Indicates more information about these topics will presented in the Low-Cost and No-Cost tools Workshop on Tuesday at 10:45 (Please refer to your schedule for room assignment or possible time changes)

Notes: \_\_\_\_\_

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**Hint Box:**

This information is also online at <http://www.acorn-is.com> Click on **Online Learning** and then **SE105 – Web Site Do's an Don'ts**.

Google Specific Guidelines may be found at <http://www.google.com/intl/en/webmasters/guidelines.html>

Yahoo Specific Guidelines may be found at <http://help.yahoo.com/help/us/ysearch/indexing/indexing-14.html>