



Easy Steps To Search Engine Optimization!

Step 1

Create a site map that is linked on your index or home page.

This one page should have a link to all of your unique pages, if your site has less than 100 pages. You can use a tool like CoffeeCup Google SiteMapper to create this for you. SiteMapper will create the files in both .html and .xml formats necessary to be picked up by search engine bots.



Create a unique, accurate title for every page

```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<META name="description" Content="We all have little stashes of What Nots laying around. This is a way to share what we don't use & get what we need">
<Meta name="keywords" content="recycle, upcycle, green, earth, share, offer, destash, give, free, help, reuse">
<title>HAGJewels - Be Green - Upcycle!</title>
</head>
```

Step 2



Step 3

Make a meta tag "description", not just "Keywords"

- Accurately summarize page's content
- Avoid using only keywords in description, use what you want seen in search results. Talk about your site, like you would in line at the DMV. Give a brief one or two sentence about it.
- Unique description for each page
- ***This is a HUGELY important step!***



Use a text link menu

- Avoid linking every page to every other page
- Use bread crumb navigation at the top of the page
Home > SEO Tutorial > Text Menu > [Bread Crumb](#)
- Keep sitemap updated
- Have a useful 404 page

Step 4