
OPTION 1 - Basic Web Search Engine Optimization

- 1. Create “.htaccess” file** - a root directory file, giving the server special instructions about the site which includes:
 - 301 redirect – applied to existing pages to prevent broken links and to carry over Google rankings.
 - code to make sure domain name is not duplicated when “www.” is used
- 2. Google Analytics code** - Install code: statistical analysis for reviewing site performance
- 3. Register site** - with Google, Bing and Yahoo
- 4. Sitemap** - Upload an XML sitemap to Google
- 5. Title Tags** - Create unique, accurate page titles for each page
- 6. Meta Tags** - Create unique, accurate page descriptions for each page
- 7. Anchor Text Links** - Create suitable anchor text for internal or external links
- 8. Simple URLs** - Create simple + intuitive page URLs (the address of a web page)
 - eg. “www.sharkbite.ca/folder1/1089257/x1/0000023.htm” can be converted to “www.sharkbite.ca/easy-urls”
- 9. Heading Tags** - Create appropriate heading tags (H1, H2, H3, etc.)
- 10. Single H1 Headlines** - Ensure key headline is H1, have only one instance on the page and where possible, include page specific keywords in the text.

OPTION 2 - Advanced Web Strategy + Search Engine Optimization

1. Advanced keyword research, analysis + strategy
2. Content copywriting
3. Backlink research, analysis + strategy
4. Detailed analysis of anchor text - internal and external links
5. Apply descriptive alt tags to images
6. Setup Google Places listings
7. Social Media Integration + "Like" strategy