

## Save Thousands on SEO with These 20 SEO Tips:

Below are **20 Proven and Time Tested SEO Tips** from SEO Design Solutions that will save you thousands of dollars on SEO. We cover search engine optimization basics to some of the more advanced [SEO techniques](#) we use daily to dominate **extremely competitive** online markets.



We hope you enjoy reading this as much as we enjoyed providing this FREE resource to you. For the “do-it-yourself” types, this is an invaluable guide showcasing a plethora of granular changes you can implement to ensure your websites on page optimization in on par to provide you with a distinct competitive online advantage.

For those of you who prefer to remain hands-off, or don't have the time. Our qualified team can implement [SEO services](#) on your behalf or provide your in-house team with [SEO Consulting](#) services to implement the 20 on page metrics covered here and more.

**So, what are we waiting for? Let's get started...**



## LEGAL NOTICE:

Before you scroll down and read anything in this guide, you need to be made fully aware of the following things...

**Rankings and Page Rank Disclaimer:** This document contains business strategies, search engine strategies and other business advice that, regardless of our results and experience, may not produce the same results (or any results) for you. We make absolutely no guarantee, expressed or implied that by following the advice below you will make any money or improve current profits, increase page rank, increase search engine rankings. There are multiple factors and variables that come into play regarding any given business and the competitive landscape. Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control. As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

**Liability Disclaimer:** By reading this document, you assume all risks associated with using the advice given below, with a full understanding that you, solely, are responsible for anything that may occur as a result of putting this information into action in any way, and regardless of your interpretation of the advice. You further agree that our company cannot be held responsible in any way for the success or failure of your business as a result of the information presented below. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations.

**In summary, you understand that we make absolutely no guarantees regarding search engine rankings as a result of applying this information, as well as the fact that you are solely responsible for the results of any action taken on your part as a result of this information.**

### Terms of Use, Personal-Usage License

**This document is FREE** – if you have paid for this Ebook, please send us the details in an email to: [abuse@seodesignsolutions.com](mailto:abuse@seodesignsolutions.com) so we can send this information to our attorneys. Furthermore you cannot use this Ebook in whole or partial as; a bonus offer, blog post, or anywhere online or offline without our expressed written consent.

We will ensure appropriate legal action shall be taken to preserve our brand, and to ensure that we preserve the exclusive nature and value of this product in the interest of our proprietary information.

Brought to you by: Jeffrey L. Smith  
<http://www.seodesignsolutions.com/>  
SEO Design Solutions, Inc.  
Copyright © 2010 All Rights Reserved

# Table of Contents

<b>Canonical Issues</b>	4
<b>Indexation and Crawl Frequency</b>	5
<b>Orphaned Pages and Dead Ends</b>	6
<b>Dynamic URL's</b>	7
<b>Naming Conventions</b>	8
<b>Managing Outbound Links</b>	9
<b>Footer / Site wide Links</b>	10
<b>Broken Links</b>	11
<b>Alt Attributes in Images</b>	12
<b>Anchor Text Optimization</b>	13
<b>Flattening Site Architecture</b>	14
<b>Content Volume</b>	15
<b>Contextual Links</b>	16
<b>Meta Tags</b>	17
<b>Deep Links</b>	18
<b>Keyword Stemming</b>	19
<b>RSS Feed Syndication</b>	20
<b>Trust Rank</b>	21
<b>Sitemaps</b>	22
<b>Sub Domains</b>	23

## How Many Versions of a Page Do You Really Need?



1. **Canonical Issues** - check site wide and page level canonical issues to make sure there is a preferred default page or domain preference (http:// or www).



Think of canonical errors like splitting hairs (each strand splayed effectively weakens the whole). Fixing canonical errors in a website or preventing them in the first place through SEO best practices ensures your pages preserve full potency and are capable of becoming buoyant (rising and not stagnating) in search engines.

- If your pages are not canonicalized, you can have multiple variations of the same page in search engines (domain.com/index.html, www.domain.com/, www.domain.com/index.html, etc).
- You can easily fix this and consolidate PageRank, rankings and web page authority by canonicalizing the page to recapture lost link equity or potential loss of ranking power.
- The fix is elementary using a [301 redirect](#) via the .htaccess file (for linux servers) or an ISAPI rewrite (for Windows servers) to select the preferred page, depending on your programming platform and environment as well as if you are using static pages or a content management system determines the extent of the rewrites. This is the first critical SEO step to avoid splitting your site into less potent slivers and creating an impact in search engines. Canonical tags (to distinguish a [canonical url](#)) can also be used on a page level in the meta tags of a website to create a preferred landing page.

## Appeasing Search Engine Spiders

Don't forget to feed the Search Engine Spiders



2. **Indexation and Crawl Frequency** – Improving indexation and crawl frequency is mandatory to augment search engine rankings.



Before your pages can rank in search engines, they need to be crawled and indexed from user agents (also known as **search engine spiders**). Think of these [web crawlers](#) or spiders (programs that crawl from page to page) as roving reporters that scour the web looking for fresh information on every topic available to index and rank for searchers in need.

Once crawled, the indexed pages can be queried from the [search engine repository](#) (a Google, Yahoo or Bing Search) and then users are presented with the option of clicking the result (also known as a SERP or **search engine result page**) that matches their keyword or key phrase query based on relevance or popularity.

Getting your pages crawled and indexed is critical for SEO. In essence, the more pages you have indexed, the more potential for rankings exist (as you can consolidate those pages topically to achieve a ranking objective through the content or links on those pages).

- If you have a home page that is crawled regularly and your internal pages are ignored, then this is often a result of lack of internal or external links.
- You can implement sitemaps on a folder by folder basis, then link from the footer in a site template to a master sitemap page (where all the mini sitemaps are linked to) to increase indexation. This way the link from the footer consolidates the ranking factor to one page and THAT page feeds the various site maps equivocally (through a tiered drip-down site architecture cascading effect).
- Think of indexation like a pyramid of glasses **with champagne poured into the top glass** as it spills over to fill the subsequent glasses beneath it. This is the function of sitemaps and internal links (to pass along spiders and link-flow).

## Eliminate Orphaned or Dead End Pages!



3. **Orphaned Pages and Dead Ends** – check for orphaned pages to determine if pages are linked sufficiently to ensure crawling or hub status.



An orphaned page is **a page that lacks sufficient links in your website**. It is not (a) linked from primary navigation (b) secondary navigation or (c) just has a few inbound links from a handful of pages it is considered orphaned.

**Orphaned or dead-end pages** can sap a website of vitality as that link-flow and equity gets pent-up and stagnates vs. creating a relevance loop from linking the page to other prominent pages to pass along ranking factor.

- If you have a page or sub folder in a website that is only linked to from a few pages, then you cannot possibly expect that page to rank well in search engines. If you yourself will not “**endorse**” a page by linking to it properly (contextually from keywords in the body copy) or from the primary or secondary navigation, then you cannot possibly expect search engines to pay that page with any more credence than yourself.
- Also be wary of PDF files (which can rank on their own and sponge link flow from your website). Make sure PDF files have absolute links (use the complete URL) back to your site, so they do not pool ranking factor and trap it where the rest of your site cannot benefit.

## Minimize URL Parameters to Create Pretty URL's

**Before visitors can find you,  
search engine spiders have to...**



**Make sure your site is **SEO** friendly**

4. **Dynamic URL's** – If pages are dynamically created, try to remove or rewrite as many parameters in the URL as possible or use URL / [Mod rewrite](#). For example, which do you think search engines will index more? This domain.com/pid=?23740-hza-0485-AW.aspx or domain.com/pretty-url.aspx

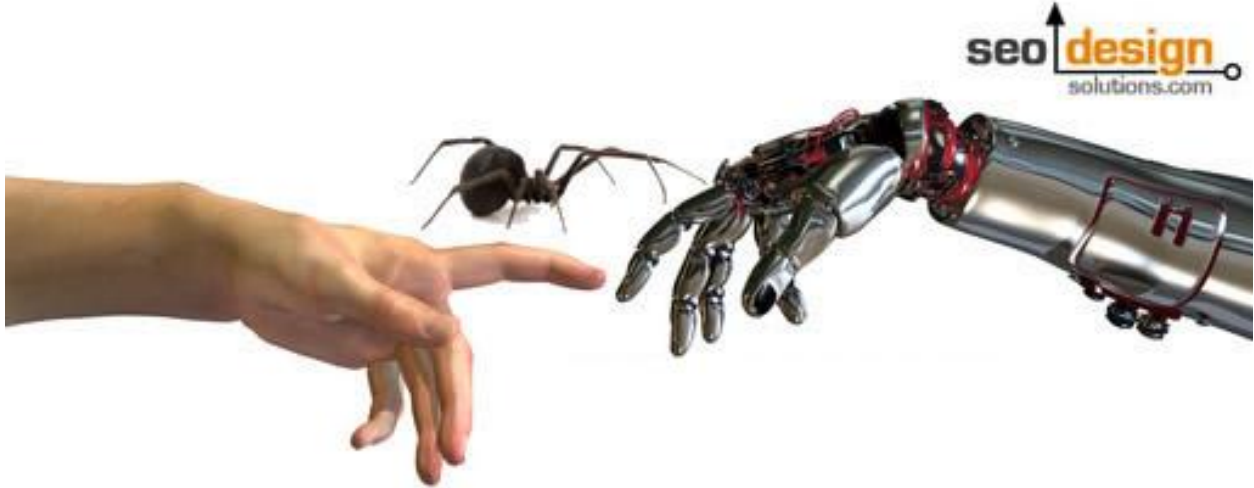


If search engines cannot read your pages or index them due to the URL ([uniform resource locator](#)) due to long parameters in the string, then they cannot parse or rank those pages.

To remedy this, SEO's use URL rewrites (using the [.htaccess file](#) for linux or [ISAPI rewrites](#) for window based servers) to shorten or rename/rewrite those parameters to ingestible characters search engines can parse, interpret and index.

- Any time you have session data or query string parameters in a URL, there is a likelihood of decreasing the possibility of indexation. Particularly if there are conventions such as ?PID=23D-55.aspx trailing along, when a SEO friendly naming convention could have taken its place with a bit of programming.
- You can rewrite entire segments, sub folders, categories, etc. without losing functionality or compromising SEO value.

## Use Naming Conventions to Increase Relevance!



5. **Naming Conventions** – Use keyword-rich [“exact match”](#) naming conventions (subject or keyword first, then plural variation, modifier, then tag line).



Search engines reward rankings for web pages that utilize keywords in the URL ( i.e. [www.domain.com/keyword-rich-naming-convention.html](#)) to reinforce the topic of the page.

- Curious about [how to use meta titles](#), descriptions and naming conventions, but were afraid to ask? The gist is simple. Create a hierarchy of pages based on a topically reinforcing semantics (related keywords) using [keyword clusters](#) and synonyms to improve on page relevance (search engines interpret this as the [co-occurrence matrix](#)). In other words “use a cluster of keywords and link them together to acquire multiple rankings rather than **just one keyword**”.
- Create a landing page for your more competitive keywords with corresponding naming conventions to increase the relevance (aside from other supporting pages) for that keyword. For example if you have a page about blue widgets and red widgets each should have its own corresponding page ([www.domain.com/blue-widgets.html](#) and [www.domain.com/red-widgets.html](#)) for optimal on page SEO.



## Cap Outbound Links to Preserve Link Equity!



6. **Manage Outbound Links** - Cap outbound links per page to fewer than 50 links for larger pages (10 for top level pages that need more ranking factor).



Each link is a vote for another page in your website or other (if you are linking out). Mismanaged [link-flow](#) is one of the most significant SEO ranking factors that can sap performance and prevent pages from becoming buoyant over time, yet on the contrary is one of the easiest fixes you to implement.

- The more links that leave a page, the less ranking factor the elements on that page have as equity. The only instance when this is not a concern is if the page itself is augmented from other strong internal pages or have strong inbound links from other sites to offset the hemorrhaging effects of excessive links leaving a page.
- The ideal solution is to stagger or consolidate links to critical pages. For example, instead of having 100 links on a page have 10 links leaving the page that links to a hub page that has 10 more links etc.
- By consolidating link equity and maintaining a cascading effect (like tiered champagne glasses all getting filled by pouring champagne in the top glass) and it spilling over in a controlled fashion – you can manage link equity in a website and ensure that your most critical pages are given link prominence and fed properly to ensure buoyancy (like a ball held under water that rises when you let go) in search engines.

## Use Footer Links Sparingly for Optimal SEO

My Account | FAQ | Find Our Store | Modern Outdoor Furniture | Contemporary Furniture | Minimalist Furniture | Modern Chairs | Modern Sofas | Modern Tables | Modern Lighting | Contemporary Bedroom Furniture | Contemporary Office Furniture | Designer Furniture | Site Map | Search Terms | Advanced Search | Contact Us

7. **Footer / Site wide Links** - Use footer links sparingly by tactfully to tie site segments together.



A footer link is a series of links in the footer region of the page (at the bottom) which typically links to your preferred landing pages. While this can elevate the preferred pages, if you overdo them, they can cause [duplicate content](#) and [keyword cannibalization](#) and diffuse or skew the market focus and on page prominence of multiple pages in your website (sacrificing the many for the few).

- Footer links still work (using 5-10 max. keyword-rich text links at the bottom of a page), but that can also diffuse the intent of pages that do not have enough content to distinguish themselves from other pages. If a page in a site does not have more than 300 unique words on that page, it can lose relevance as the navigation and other code structures collapse and all [interject their shingles](#) to offset or diffuse the pages unique purpose and optimal continuity.
- For example if you have a page that is only a paragraph or two and you expect that page to rank for specific keywords, your navigation alone may trump the relevance for that page. Check your cached pages in text view to see how search engines view your code and your content without style sheets or java script .
- Footer links can help bring balance to pages with less content, but use them on pages with enough content to weather their contribution.

## Broken Links (404 Errors) Can Sabotage SEO Efforts



8. **Broken Links** – Check for broken links which could be hemorrhaging link flow and weakening a site from within.



One of the primary ways to negatively impact your websites ranking factor is broken links. Essentially, broken links can leech vitality from your most cherished landing pages (by affecting their support system) and negate the trust your website has established with search engines.

- Search engine spiders do not enter a website and crawl every link one by one, they visit and then based on the links on a page will crawl a few layers deep, leave and come back or **follow other links from other websites** to the more prominently positioned pages which have link citation. For this reason, you should make the most of each crawl by ensuring a website is free of 404 errors (broken links).
- Broken links dissuade search engine spiders and when they cannot crawl and connect the dots, your sites rankings ultimately suffer. If you are using WordPress our plugin [SEO Ultimate](#) features a 404 monitor that sweeps the site for broken links which you can find and eliminate broken links.

## Harness the ALT Attribute to Increase Relevance

```

```



The alternative attribute for this image could be "butterfly lands on hand".

9. **Alt Attributes in Images** – Use [alt attributes](#) on images to preserve content integrity while providing [internal links](#) for ranking factor.



The ALT attribute “[alternative attribute](#)” allows a webmaster to define what contents are in an image and convey that to users and search engines. At present, search engines do not interpret images (at least completely).

Using the alt attribute for SEO is one way for you to increase topical relevance for on page optimization by adding contextual modifiers (descriptive keywords) to classify an image for increased / cognitive relevance.

The added benefit of this tactic becomes more prevalent when you are using an image as a link and the ALT attribute doubles as anchor text (the text in the link). This is extremely useful for ecommerce websites (who have image-rich) dynamic platforms which pull images, descriptions and other information.

Neglecting the ALT attribute only undermines other contextual references that improve referential integrity such as a keyword rich Meta Title, H1 tag, URL naming convention or on page content.

- Using the alt attribute in images allows you to reinforce topical relevance with the on page text based content to improve a pages relevance score.
- Alt Attributes can also double as anchor text / links and provide link flow to other pages (without skewing the on page focus from adding an extensive amount of text).

## Consolidate Rankings with Internal Links

This is anchor text a.k.a hyperlink

This is `<a href="http://www.domain.com/">anchor text</a>`

10. **Anchor Text Optimization** – Using **keyword-rich / relevant** anchor text and not wasting link equity from excessively linking to non reciprocating pages is an effective on page SEO tactic. Just like SEO Tip#6 capping outbound internal links (links linking to other pages) is important, but also **the text in the link** is equally as important.



Make each link count. Just because your website has hyperlinks (anchor text – does not mean that the anchor text is optimized. By placing **relevant keywords in the anchor text** or minimizing the noise in anchors (like click here) or linking entire sentences, you can consolidate optimal ranking factor to the target page (the page being linked to) that corresponds with that anchor text.

- Employing anchor text optimization means using relevant keywords to link to relevant pages within a site. Do this enough and you can control what the target page reputation becomes through a process called virtual theming.
- Virtual theming implies creating a secondary navigation contextually through keyword co-occurrence (by linking those keywords to a landing page) As a result, that landing page assumes the role of the preferred landing page – meaning search engines will show that page first is someone searches for that query and the page has enough on page and off page relevance for the keyword (internal links within the site) and external inbound links (links from other sites).
- Anchor text optimization is vitally important for search engine optimization and can distinguish your site from competitors as each **granular layer of links** consolidates ranking factor for a website. This is why Wikipedia dominates search results, due to virtual theming and deep links (links from other sites) to validate the keyword / key phrase to its internal landing pages.

## Keep Site Architecture Flat to Minimize Hops



11. **Flattening Site Architecture** – Keep [site architecture](#) as flat as possible or use breadcrumbs >root> category> product page> to aid in information architecture.



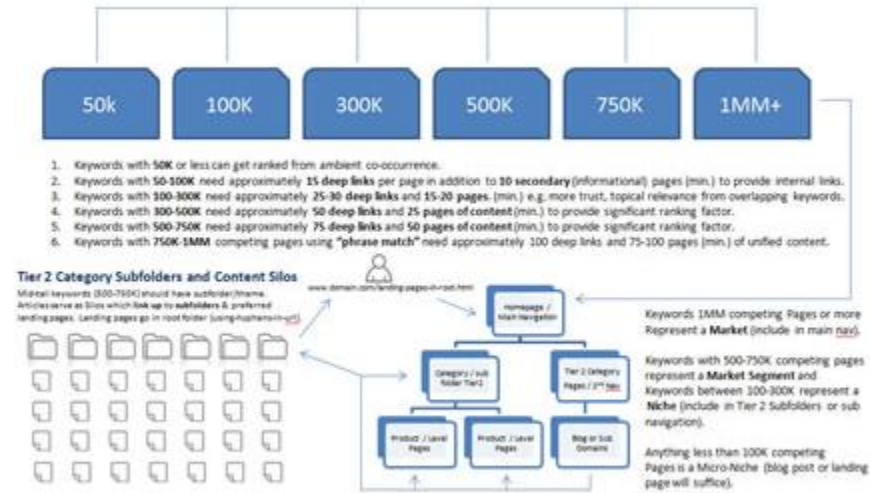
Every time you add a subfolder to a website, you are adding another nested layer of content. These layers are considered hops from the root folder. Each hop you add, the more link attrition the pages suffer (meaning they need sitemaps or additional internal or external links to remain strong, gain traction or rankings).

For product pages (such as an e-commerce site) that typically lack editorial content/weight (such as 750 words) or [deep links](#) (links from other pages); it's better to allow the site architecture to perform the heavy lifting (by design) rather than rely on links (internal or inbound links) alone. Flattening site architecture means **to remove less descriptive naming conventions** and folders and **integrate a more descriptive array of semantic naming convention and site structure** by minimizing hops, increasing relevance and allowing the link-flow pooled in the root folder to feed and nurture a pages (which should be one to two hops away) maximum.

- Avoid using sub folders excessively within a website domain.com/categories/products/color/page.html vs. flattening the url and site by using more descriptive naming conventions for a page domain.com/electronics-black-sports-watch.html
- The closer the more competitive keyword landing pages are to the root folder, the easier it will be for them to gain additional ranking factor, page rank and page strength to express the content on that page.

## How Many Words Are Enough to Rank a Page?

### Competing Pages, Keywords and Site Architecture Metrics



*Competing Pages SEO Deep Link / Internal Link Ratio*

12. **Content Volume and Relevance Thresholds** - Ensure you have enough content to topple a competitive keyword. The more competitive the keyword or phrase, the more pages, internal and external inbound links from other websites you will require.



Understanding the on page and off page [content and link thresholds](#) that exist are part of the evaluation process for assigning a scope of deliverables to an SEO campaign and keyword conquest. Content development is the foundation of relevance, closely followed by the volume of content per keyword (amount of pages on the topic), volume and frequency of internal links and the volume of deep links required to a landing page to provide the proper synergy for rankings.

- Trying to rank for a keyword with 5 million competing pages with a handful of content is an exercise in futility. You will need topical relevance which means articles, posts or pages all internally linked and consolidated to create the proper on page signals for that keyword.
- For every keyword there is a [relevance threshold](#) and tipping point, you will need to offset competitors by having more on page affluence as well as off page peer review (links from other authorities). However, in either case, content is a requirement.

## Contextual Links and Editorial Endorsement



13. **Contextual Links** – Contextual links implies that the link is not (a) a stand-alone link (b) at the beginning or at the end of a sentence and (c) that the link is surrounded by other relevant semantically occurring keywords that reinforce the topic / anchor text of the link.



Contextual links can be used as [internal links](#) (links within your own website) and are a preferred method for internally connecting your own content. [Contextual links](#) can also serve as external links (based on the URL) if they are topically aligned with a page from another website and link out to another website.

If used contextually to link out, the correlation between the page providing the link (Title, URL, H1) should be semantically relevant to the target page for maximum effectiveness.

- The premise is simple, if you are on a page about engines and the keyword “pistons” appears, then, link the keyword “pistons” to the piston page (or create a page if you have not already) if the keyword is important to your business.
- If you do this for every keyword (only once per page if it appears more than that) and you have just added a virtual theme to your keywords. This means that each page can now work together collectively to support the parent theme (which is the main/root keyword itself).
- The takeaway is, when you surround a keyword by other semantically aligned phrases, the value of that link increases (as opposed to using a stand-alone link or block of links such as block quotes).



## Meta Tags: The 1st Thing Users & Search Engines See!



Don't let bad meta tags happen to you...

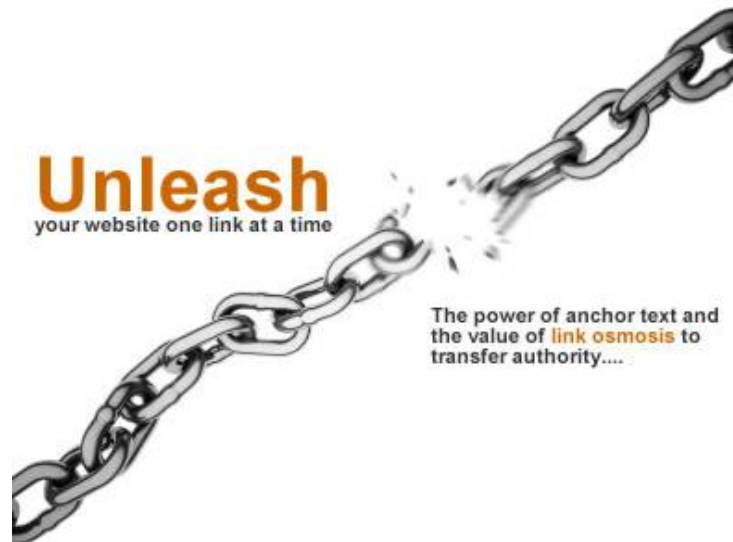
14. **Meta Tags** - For larger sites, exclude [meta descriptions](#) and Google will match it to the search query using (ellipses...) in the meta description to separate the matched key phrases. However, for smaller sites, use the meta description tag **like an extra title** or place to introduce alternative keywords for that page.



The meta description “**although not always used as the preferred snippet**” it also serves as your consolidated sales pitch to entice readers to [click through](#) and investigate your value proposition.

- Always use a succinct and relevant title, but if you have multiple pages on a topic, then let search engines decide which keywords are more prominent and relevant by excluding the meta description / snippet from the page.
- Also make sure that if you are using a content management system that your pages do not all share a common, generic meta title or description as a default. This is the fastest way to shoot down rankings in a site (lack of character).

## Unleash the Power of Landing Pages and Deep Links



Deep Links are Links **to Interior Pages** (not your homepage) from Other Websites

15. **Deep Links** – To dial in rankings and increase which keywords an individual landing page ranks for, get a minimum of 5-10 inbound links to each “[preferred landing page](#)” via [deep links](#) from other sites in order to create buoyancy in the search results.



Capturing a [competitive keyword](#) can occur by using (a) a page with a prominent amount of internal links (b) multiple pages in a theme shifting their ranking factor to a preferred page (c) a high concentration of external links or (d) any combination of the above.

- A page without links from the websites internal links or links from other sites is a page that has little value **to readers or search engines** (Read **SEO TIP #3** about **Orphaned Pages**).
- Popularity matters and for the millions of site owners who may or may not be aware of this simple fact, you **MUST** have deep links to a page if you want that page to exceed standard normalization (and rank for a keyword or key phrase).
- A website replete with deep links (links to other pages other than the homepage) will cause those individual pages to rank and appear for [multiple keywords](#). This not only creates a more robust user experience, but the dependency for your website is not tied **to an off topic or generic page** like the homepage. Instead, consumers go direct to the best landing page – (based on link preference).
- The take away; get at least 5-10 inbound links to each page minimum (if you expect that page to gain traction) otherwise, link to another page that is the preferred landing page and get deep links to it.

## The Only Thing Better than One Keyword is Two



Why Waste Time and SEO Efforts When You Can Rank for Multiple Keyword(s)

16. **Keyword Stemming** - Link to a page with multiple anchors (to create keyword stemming) and with “**exact match**” keywords to elevate just that term.



The only thing better than **one** search result in the top 3 positions in Google is **two search results** from a [double ranking](#) or from multiple keyword variations based on a semantic cluster or related synonyms or [modifiers](#).

- You can control how each page in your website ranks by being mindful about internal and external linking habits. This post called [SEO Rankings and How to Create Them](#) provides a masterful breakdown of this process.
- Keywords [the words or phrases people use in search engines] are the bridge between your website and new business. Each additional combination of keywords that blends with other modifiers represents an immense opportunity to branch out from your originating topic and encroach on various streams of revenue.

## Get the Word Out with RSS Feeds!

Using **RSS Feeds** and **Content**  
for **Building Links**



17. **RSS Feed Syndication** - Set up multiple RSS feeds within a site to syndicate your content to attract natural backlinks from other sites.



RSS stands for **really simple syndication** – in other words any new changes or fresh content your website adds can be published on a rolling or categorized RSS feed which in turn people can stream your content into an RSS reader.

An example is [www.bloglines.com](http://www.bloglines.com), this web property is owned by Yahoo, has a blog / broadcast feature and high Page Rank and authority. The great thing about using RSS feeds are they can be aggregated from the sites like [www.technorati.com](http://www.technorati.com) and [www.icerocket.com](http://www.icerocket.com) and others who can then promote (ping and echo your posts, pages or content) around the web – resulting in backlinks, traffic and exposure for your website.

- A proper RSS campaign alone can build sufficient links for your website. Combined with a content development strategy and time-released topical content, this alone can drive traffic and increase domain authority to produce rankings and relevance in even the most competitive vertical markets. This post [SEO, RSS and the Power of Syndication](#) provides SEO techniques and tactics for RSS feeds and RSS aggregation.

## The Link Osmosis Trust / Citation Factor “TrustRank”



18. **Trust Rank** – Linking from aged pages can pass along trust to new landing pages or sub folders or sub domains. Don’t look past your own site for ranking factor.



Rankings are a by-product of the degree of authority a website aggregates. Who you link to and who links to your website matters. If your website has [one-way inbound links](#) from trusted authority sites then your website algorithmically takes on the characteristics of that citation (those websites are vouching on your behalf).

- Passing along trust rank can save you months of waiting for search results to mature from fresh content. By acquiring links from authority sites, your website becomes an authority as a benefit of the [link graph](#).
- Here is a post that shows you how to identify and link from older more relevant pages to new pages to augment rankings and more importantly, trust. This method is designed to augment [on page SEO](#) and consolidate ranking factor from all pages to the new preferred landing page.

# Use Sitemaps to Help Search Engines Discover Pages

## XML Sitemap

This is a XML Sitemap which is supposed to be processed by search engines like [Google](#), [MSN Search](#) and [YAHOO](#). It was generated using the Blogging-Software [WordPress](#) and the [Google Sitemap Generator Plugin](#) by [Arne Brachhold](#). You can find more information about XML sitemaps on [sitemaps.org](#) and Google's [list of sitemap programs](#).

URL	Priority	Change Frequency	LastChange (GMT)
<a href="http://www.seodesignsolutions.com/blog/">http://www.seodesignsolutions.com/blog/</a>	100%	Daily	2010-09-02 02:09
<a href="http://www.seodesignsolutions.com/blog/seo-resources/google-paid-link-overoptimization-penalty/">http://www.seodesignsolutions.com/blog/seo-resources/google-paid-link-overoptimization-penalty/</a>	90%	Daily	2010-09-02 02:09
<a href="http://www.seodesignsolutions.com/blog/internet-marketing/internet-marketing-competitive-research-seo-ppc-traffic/">http://www.seodesignsolutions.com/blog/internet-marketing/internet-marketing-competitive-research-seo-ppc-traffic/</a>	90%	Daily	2010-09-01 16:20
<a href="http://www.seodesignsolutions.com/blog/internet-news/google-acquires-like-com-visual-search-engine/">http://www.seodesignsolutions.com/blog/internet-news/google-acquires-like-com-visual-search-engine/</a>	90%	Daily	2010-08-31 20:46
<a href="http://www.seodesignsolutions.com/blog/seo/seo-keyword-research-educational-vs-commercial-queries/">http://www.seodesignsolutions.com/blog/seo/seo-keyword-research-educational-vs-commercial-queries/</a>	90%	Daily	2010-08-31 12:46

19. **Sitemaps** – Sitemaps are used as a blueprint to infuse orphaned pages in a site together (to aid indexation) as well as provide structure to a website.



Sitemaps are like a map that help search engines identify all of the various pages and paths leading to your content. Search engine spiders do not always crawl your pages in sequence, which is why aiding them with a sitemap (which functions like having a secondary navigation in place) nourishes pages like an internal link-flow irrigation system.

- You can use html (static sitemaps, ror sitemaps or xml sitemaps) on a folder by folder basis or site wide level to increase crawl frequency and add structure to your website. For the most SEO value, html sitemaps pass the most link flow and ranking factor in our testing.
- Here are a few additional SEO tips you can use to implement [sitemaps](#) for the purpose of improving rankings.

## Using Sub Domains for Optimal SEO

The screenshot shows a web browser displaying the URL <http://money.cnn.com/>. A blue arrow points to the subdomain 'money.cnn.com'. The page content includes the CNN Money logo, a market tracker table, a news article titled 'Stocks drift higher ahead of jobs report', and a 'Buy stocks for \$4' advertisement.

Market Tracker	Dow	Nasdaq	S&P 500	Treasuries	Oil	U.S. Dollar
09/02 4:03:08pm ET	10,320.10	2,200.01	1,090.10	10-year yield 2.63%	Price/barrel \$74.98	1 Euro = \$1.2824
Change	+50.63 +0.49%	+23.17 +1.06%	+9.81 +0.91%	+0.05	+1.07	-0.0013

20. **Sub Domains** – Despite abuse in the past, sub domains still work as a viable SEO strategy. Using a sub domain means adding a keyword prefix to a domain to increase topical relevance through a metric known as [allinurl](#) relevance.



Like the example above how [cnn.com](#) uses [money.cnn.com](#) as a prefix. This is ideal when you have a unique segment of your website that you could dedicate another site. Sub domains allow you to create a laser-focused site segment to house all of the content for that topic.

Search engines often reward websites which have “**exact-match**” keywords or [keyword-rich subfolder](#) structures or naming conventions that correspond to the keyword the site is attempting to rank for.

For example [www.redwidgets.com](#) would easily rank for “red widgets”, however if you owned the domain [www.widgets.com](#) could easily add [http://red.widgets.com](#), [http://blue.widgets.com](#), [http://green.widgets.com](#), etc. to increase relevance for those keyword combinations.



Sub domains can also work well for [GEO targeting for local search](#) whereby the site is structured for city or state level prefix/sub domains then augmented with additional keyword modifiers using the sub folder.

- If your website is sagging under its own weight, then segment a new section of the site with a subdomain to emphasize topical content or to topple a competitive keyword vertical.
- Search engines pay particular attention to keywords in the URL and while you cannot always make the best of a bad situation, sometimes you can create islands of relevance using a keyword rich subdomain to augment your existing website to create a new beacon of relevance.
- Here is a post on which is better for [SEO, subdomains](#) or subfolders. The choice ultimately is up to you, or even using a combination of both is entirely relevant. Site architecture must work in tandem with content, links and conversion. All are mere pieces of the puzzle until consolidated.

## Thanks for Reading!

We hoped you enjoyed these 20 SEO tips and tactics to distinguish your website in search engines.

For additional information with hundreds of insightful posts on SEO, visit the [SEO Design Solutions](#) Blog or if you haven't already, subscribe to the [RSS feed](#).

For those of you interested in [SEO consulting](#) or [SEO Services](#), call 312.794.7883 or visit our [SEO Pricing](#) page and let us know how we can help.