

10 Golden Rules of SEO

1. **Keyword Research** – Keyword research is the basic and primary requirement of any SEO campaign. The success of the SEO campaign largely depends on the selection of the right set of keywords that will be optimized for a site. Selecting wrong keywords might bring traffic to your site but that lead will not convert into sales.
2. **Title** – Title of the page should ideally contain the keyword and clearly state what that particular page is all about. The title should be brief, specific, ideally contain 6 – 8 words and create interest of the readers.
3. **Description** – Description of the page should be ideally of 25 to 30 words, contain the keyword for the page in an unbroken manner and should present the essence of that page in a concise way.
4. **Meta Keywords** – Meta keywords is another area that makes the content of the pages search engine friendly. It is effective to put the keyword of that particular page along with two or three other relevant keywords in the meta keywords.
5. **Content** – Content of a web page that is written with the objective of search engine optimization should always support dual purpose. It should be search engine friendly as well as grab the interest of the reader to ultimately convert a visitor to a customer. To make the page search engine friendly the keyword density of the page should be maintained to its optimum level that is determined after considering host of factors including popularity of the keyword, size of the content and so on.
6. **Alt Tags** – Alt Tags of the images that are placed in the page should ideally contain keyword of that page. It is a great way to trigger the search engine spiders.
7. **Site Architecture** – Architecture of the site should be carefully planned. To get maximum benefit from SEO point of view, the home page or the index page must have links to the optimized pages. The optimized pages should ideally contain links to other pages of the site.
8. **Site Map** – Site Map is another aspect that can induce the search engine spiders. Site Map must contain links to all the optimized pages of the site.
9. **Link Popularity** – Link Popularity or the number of incoming links to a site is a deciding factor for the popularity or importance of the site in the world wide web. This technique of determining the popularity of the site was first introduced by Google and it is still the most important criteria for the ranking of a website in the Google search engine.
10. **Search Engine Submission** – Manual submission to the leading search engines will ensure faster indexing of the web pages in the search engine database that will quicken the ranking of the website in the search engines.