

Proper SEO is one of the most important elements of marketing your web site. However, many site owners can't afford to hire a SEO professional for this task. Another consideration is the time involved to properly optimize your site. Premiere Web Design would like to offer the following 30 tips that you can use to improve your sites visibility in the search engines. Perform one step a day for the next 30 days. In one month, you will have given your site more visibility.

1. Add Titles related to targeted keywords, place only important keywords, do not exceed more than 25 characters
2. Meta description should be unique for each page in your site with targeted keywords. Do not stuff keywords into Meta description.
3. Layout pages with CSS, avoid tables
4. Add Keywords towards H1 tag as page headlines.
5. Implement Bread crumbs for increasing web site navigation structure example Home >> Service >> SEO
6. Create Static Header and footer navigation links, Links should be text instead of images
7. Analyze your targeted keywords using the [Google keyword suggestion tool](#)
8. Keywords in navigational links(anchor text) play a vital role and have its own importance to search engine eyes. Be sure to optimize your anchor text.
9. Use most important keyword in file name or URL
10. Minimize tables, especially nested tables
11. Say yes to Quality links and No to Quantity links
12. Never try to place hundreds of link for a new site on the very first day
13. Your targeted keywords need to vary a lot in anchors
14. Always have a good combination of links from new and old sites
15. Try writing articles having links and have them in the resource page of your site
16. Images are important, make sure your site logo contains your keywords in the alt tag
17. Put CSS and JavaScript into external file / folder
18. Pay special attention to your content
19. Make sure to have sitemap as text links
20. Place robots.txt in root on your server
21. Create Google XML site map for your web site
22. Start a blog and participate with other related blogs
23. Submit site to open directories
24. Create feed xml and ror xml for xml search engines and directories
25. Avoid automatic directory submission and build manual links
26. Monitor your hits and traffic by using free [Google Analytics](#)
27. Know how to analyze the reports and to optimize the results
28. Know about redirection methods and theory - 301, 302, and 200 response codes
29. Implement, understand and react to website analytics reports
30. Make your body copy sufficiently long and keyword rich