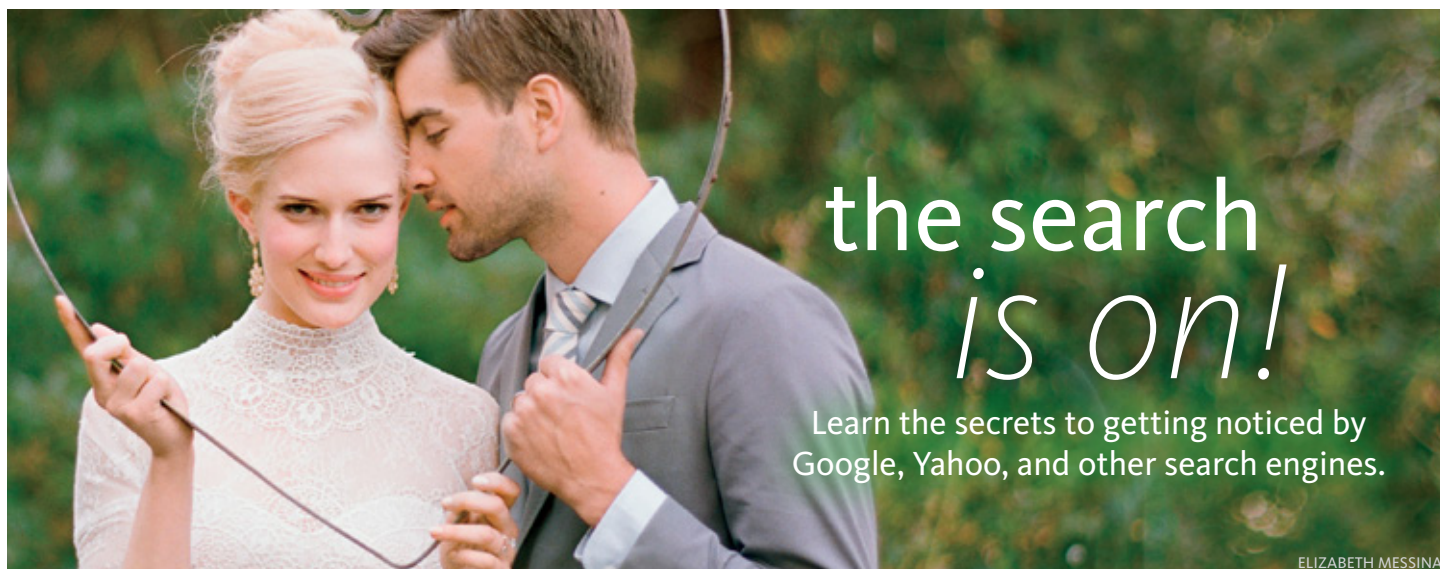




search engine optimization

HERE ARE 5 TIPS (FROM OUR EXPERTS!) ON HOW TO IMPROVE YOUR WEB PRESENCE



Want your website to turn up in search results? CHECK OUT THESE TIPS FROM OUR EXPERTS!

1. *make text unique and readable*

Reusing copy (yours, or someone else's) on multiple pages is an easy way to get shut out of Google's database. Be sure also that the words on your website are readable as text, as opposed to within images or flash animation.

2. *embrace the title tag*

All your pages should have a unique title tag, located within the HTML code of your website. This tells the user and the search engine what the page is about. When listed, your site is displayed with the title tag first, followed by the description.

3. *leave no browser behind*

Make sure your website loads in Firefox, Chrome, and Internet Explorer, and that it looks the same in each browser.

4. *get to the point*

If your website takes long to load, not only will visitors leave, but so will the search engine! Contact your hosting provider to make sure your server has a fast load time. (You may need to upgrade if your website receives a lot of traffic.)

5. *label your photos*

If you are going to use images on your site (like jpegs) make sure you have an alt attribute written into the HTML code that describes what that photo is. While search engines do not understand photo images, they can read the alt attribute to better classify your site.

Not a computer expert? No big deal. For more information or help implementing these steps, contact your webmaster.