Website Infrastructure

- Good Domain Name
  - Buying a domain? Look at the history.
  - Register for 10 Years
- URL Structure - Use Static .html Pages
- Re-write Dynamic Generated Pages with Mod Rewrite
- Link Structure - Use Descriptive Terms
- Descriptive File Names - Use "-" or "_" as Word Separators
- Fix 404 Page Not Found Errors
- Xenu Link Sleuth Tool (http://home.snafu.de/tilman/xenulink.html)
- No Dead End 404’s - Give Users a Way Out
- 301 Redirect Old / Missing Pages / Sites
- Generate XML Sitemaps
- Use Google Analytics
- Use Google Webmaster Tools

Website Content

- Write Content for the User
- Don't Overuse Keywords or Try to Hide Them
- Most Important Words Near Top
- Think Like a Search User
- Write Down Important Terms
- Eliminate Duplicate Content
- Use Canonical Links for Intentional Duplicate Content
- Limit Your Audience Geography
- Get a Google Local Page
- Get a Google+ Page
- No More than 3 Pages Deep
- Sitemap Link on Every Page
- Sitemaps for Pages, Products, Everything
- Develop a Personal Site with Links to Your Business

- Develop a Mobile Site
- Mobile Can be Responsive or Dedicated Design
- Give Users the Ability to View Your Regular Site from Mobile
- View your Page Through the Eyes of a Search Engine
- Right-Click and "View Source"
- Make it Easy for Customers to Contact You

Social Media

- Invest Time for Dividends to Pay Off
- Post Frequently, but Only When You Have Something to Say
- 1/3 Entertainment, 1/3 Information, 1/3 Selling
- Get Creative if You Don't Have an Engaging Business
- Leverage the Relationships of Others
- Don't Put All Your Eggs in One Social Media Basket
- Don’t Take Shortcuts

Life is short – live life to the fullest and enjoy every second of the ride!

Contacting Brad

- Corporate: www.REWonline.com
- Personal: www.BradleyPierce.com
- Blog: www.BradinMotion.com
- E-mail: brad.pierce@REWonline.com
- Twitter: @BradinMotion
- Phone: 407-679-9004

By Brad Pierce

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