

## How Search-Friendly is Your Website

If you need assistance with any of these questions, you may want to **Get Found!** with iMedia Buzz. We ensure you follow the best practices for web writing and search-friendly techniques for small business websites.

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1. Have you done a search and analysis for the best keywords your visitors would use to find your service/product?
2. Have you selected the top 5 keywords you'd like to use on your site?
3. Have you written a unique page title and description for every page on your site, using those keywords?
4. Have you segmented your content on each page using bold, keyword-rich subheadings for each topic on the page?
5. Have you used "anchor text" (actual keywords for what your visitors are linking to) for your links to other pages/sites instead of saying "click here?"
6. Have you listed your site in industry-specific directories on the internet and linked back to your web address?
7. Is your navigation logical and did you include a site map for your visitors to easily find pages on your website?
8. Is your content written in words that your visitors would use... not tech-speak?
9. Have you created a FREE Google Analytics account where you can monitor your traffic and keyword results?
10. Is there a compelling "call to action" which leads your visitors to your landing page where they will buy, subscribe, join your site?