



Search Engine Optimize Your Website from the Ground Up

Most website owners consider website development and SEO as different online services which cannot be done simultaneously.

At *AnyLinuxWork.com*, we approach website development and SEO differently. With 10+ years of experience in OffShore Website Development, our core expertise is in developing Search Engine optimized websites from the ground up.



We work on the foundation

We believe that the foundation of the website needs to be strong and follow the SEO practices right from the beginning of the website development process, instead of window dressing the site later.



Here are the top 10 tips for 'on-page SEO from the group up' which work for all websites:

1. Page naming conventions - Most developers don't give a lot of thought to page names, but it can be an extremely beneficial way to get more keywords into your site without having to force them.

Google picks on page names.

Start off by making a list of all of your pages before you begin to build out the site and try to add in your keywords any chance you get.

File Naming Guidelines:

- Instead of products.html >> fitness-products.html

You can use this method for every page and add relevant keywords into your site wherever applicable.

2. Tableless CSS and XHTML – Cascading Style Sheets (CSS) are widely recognized for their contributions to building fast-loading, standards-compliant, easily modifiable web pages. In addition to these well-known capabilities, CSS can provide some compelling SEO/SEM benefits. These include:

- Moving important content -- especially the unique text that you want the page to rank for, along with any related links -- to the top of the HTML file. This is probably the single most important reason for using CSS from an SEO perspective, and can have a significant impact on rankings.
- Making pages "lighter" in weight, and decreasing the code-to-content ratio. Done properly, this can make your entire site easier and more efficient to crawl, leading to more and better indexing of your site's content.
- Using standard HTML tags, such as <h1>, which search engines recognize as indicators of important content, instead of fancy tags
- Using standard HTML tags, such as and <a> to construct menus that contain standard HTML links to other important areas of your site. This makes these links easily discoverable by search engines, helping ensure more efficient and deeper crawling of your site.

3. Keywords rich URL and filenames – While developing website, keywords should be positioned in the right priority in the right places. Some of the most important places to have keywords are in <Title> tag, URLs, headings <h1>, <h2>, anchor text, beginning of a document, meta tags etc.

Keep in mind that keywords are placed in a relevant manner and avoid practices like 'Keyword stuffing' as you risk getting banned from the Search Engines.

4. Page load time – One of the most important aspects of website user-friendliness is the page loading time. Not so surprisingly, it is also a very essential aspect while doing SEO.



Make sure, that each page size is not more than 100 KB by compressing JS and CSS files. Also, always use jpeg image format with optimal resolution to save space.

5. IMG Alt Tags - Having a text-only site is so boring but having many images and no text is a SEO sin. Always provide in the <alt> tag a meaningful description of an image but don't stuff it with keywords or irrelevant information.

6. W3C validation – The importance of W3C validation cannot be undermined. It helps in reducing the amount of coding, gets your site indexed and thus rank higher, since spiders are known to crawl websites with relevant content.

7. Hyphens in URLs - Hyphens between the words in an URL increase readability and help with SEO rankings. This applies both to hyphens in domain names and in the rest of the URL.



8. Cross browser compatibility - In order to implement it a web developer should write clean code which will correspond the W3C standards of browser platforms, which will help you to get steadfast results.

9. JavaScript - If used wisely, it will not hurt the SEO and increase the site's attractiveness. But if your main content is displayed through JavaScript, this makes it more difficult for spiders to follow and if JavaScript code is a mess and spiders can't follow it, this will definitely hurt your ratings. Tip: As much as possible try combining JS files into a single file.



10. Sitemap - It is great to have a complete and up-to-date sitemap, spiders love it, no matter if it is a plain HTML sitemap or the special Google sitemap format.

11. Site Accessibility - Another fundamental issue, one that is often neglected. If the site (or separate pages) is inaccessible because of broken links, 404 errors, password-protected areas and other similar reasons, then the site simply can't be indexed.

For more information on SEO practices from the ground up or other queries, you can email us at info@anylinuxwork.com