



DUMAS WEB DESIGN

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SEARCH ENGINES

Search Engine Optimization:

In the beginning stages of creating your web site, you will be given a worksheet that will ask you to submit key phrases, titles and description of each web site page. Search engines love good content. What is good content? Good content is HTML text, well-written page titles and descriptions, as well as key words and phrases that accurately describe your web site's content. All Dumas Web Design web sites are created with search engines in mind and use a blend of HTML text for good search results and eye-catching graphics with a web-page structure that is easy to navigate.

If you need more aggressive search engine optimization, Dumas Web Design can refer you to a reputable search engine marketing company.

There are many do-it-yourself search engine-advertising tools:

<https://adwords.google.com>

<http://searchmarketing.yahoo.com>

<https://adcenter.microsoft.com/>

Search Engine Submission and Re-submission:

Any time you add new content to your web site, it's a good idea to re-submit your site to the major search engines. This service is not automatic for Dumas Web Design, but is something that established customers should think about requesting every few months to boost your site's search-engine ranking. Clients are welcome to re-submit their own web site or you can simply request Dumas Web Design to re-submit to the major engines for \$15.

Search Engine Reporting:

You may want to find out which key word phrases are listed high and on which engines or if they can't be found at all. Dumas Web Design can generate a tidy report, which can answer these questions for you for \$15 per report.

Sample search engine report:

<http://dumaswebdesign.com/searchenginereports/firstmemories/menu.htm>