



What do we do when we “SEO” your site?

We don't want the art of “SEO” to be a mystery. Just how does your site find its way up the pages of Google and Yahoo, anyway?

Cape Cod Public Relations follows industry established quality guidelines when optimizing your website for the major search engines. The following are a few things we do to help your site get found on the web:

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- We consult on company names, URL's and taglines, in an effort to position your business online in a way that accurately describes your products and services.
 - Our websites' navigation and images always includes a text link, so the search engines can find it.
 - We strive to create a useful, information-rich site, and write pages that clearly and accurately describe your content.
 - We think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
 - Images contain relevant, descriptive text behind them, so the “web crawlers” can read them.
 - All pages have their own title, or “headline”.
 - Relevant keywords and page descriptions are also inserted “behind the scenes” of your website.
 - We test sites to make sure they appear correctly in different browsers.
 - We avoid tricks intended to improve search engine rankings by always asking: “Does this help my users? Would I do this if search engines didn't exist?”
 - When a site is ready, we manually submit it to Google, Yahoo and other major search engines.

Of course we need to add the disclaimer that SEO is a somewhat subjective process, and there is no guarantee on actual end results.