

OPTIMIZING YOUR WEBSITE



- 1 Name your **IMAGE FILES** descriptively.
- 2 If necessary, **RE-NAME** your image files within your website builder.
- 3 Name your **WEB PAGE URLS** descriptively.
- 4 Title your **PAGES** descriptively.
- 5 Create a **LANDING PAGE** that contains a great image and your niche statement.
- 6 Create **DETAIL PAGES** for each of your projects.
- 7 Write detailed **PROJECT DESCRIPTIONS**.
- 8 Use your **KEY WORDS AND PHRASES** throughout your website.
- 9 Ensure you use the **HEADER TAGS** properly within your website builder.
- 10 Fill in all **SEO FIELDS**, such as Alt Text for images, within your website builder.