

Creating Your Search Information

Description

Create a statement that defines your organization and the focus of your site. Typically 25 words or less and no more than 200 characters long.

Example: McDonald's description is as follows:

McDonald's is a fast food restaurant chain serving such favorites as Egg McMuffin sandwiches for breakfast and Big Mac sandwiches and french fries for lunch and dinner. Kids look for the Golden Arches to enjoy a Happy Meal, may visit with Ronald McDonald. McDonald's offers franchising and career opportunities.

Keywords

Think about what people are going enter into the search field to find sites like yours. Based on that, create up to 25 descriptive items, including some single words, some two-word phrases and possibly even a couple three-word phrases that will lead them specifically to your site instead of to your competition's sites. Successful sites usually include their most important keywords and keyword phrases at the beginning and even include possible misspellings. Be creative.

Example: McDonald's keywords are as follows:

www.mcdonalds.com, mcdonalds.com, mcdonald's, mc, mcdonalds, mc donalds, mc donald's, donalds, corporation, mcdonaldland, happy, meal, Big Mac, McMuffin, Ronald, Food, Franchise, Hamburger, Cheeseburger, Quarter Pounder, fry, fries, RMHC, RMCC, ronald, stock, MCD

Once you're finished, fax this back to 615.370.9997 • If you have search optimization questions, call us at 615.370.1530 and reach Thomas at ext. 754 or jack at ext. 713, or email either of us at thomas@icglink.com or jack@icglink.com