



BIANCHI  
PUBLIC  
RELATIONS

## ***SEO Tips for Your Website***

**Update. Then Update Some More** – Updated content can help improve your search engine rankings. Be sure to update your website on a consistent basis by adding news, announcements and downloads. If your site has the type of content that doesn't change or require updates often, consider a blog or newsletter – anything that adds new text will help.

**Link Advantage** – Make sure links to your site and links on your site utilize your keywords. If one of your main keywords is “automotive interiors” then use “automotive interiors” as a link instead of a plain “click here” link. This practice is not only SEO-friendly but also makes navigating your site easier and more direct.

**A Picture is Worth ...** Add keyword-sprinkled descriptions and captions for images and graphics. It's a sensible way to include keywords and also helps visitors and media. For example, Johnson Controls describes each product image in its gallery in [detail](#), including keywords such as “consumer electronics,” “Bluetooth” and “navigation systems” in one image description alone.

**Site map** – Multi-page websites need a site map so visitors can find their way around with ease. The map should be linked on every page of your site. For example, [Apple](#) links to its site map at the bottom of each page. This will help the search engine robots find every page.

**Power of YouTube** – Consider uploading video content that helps tell your story to YouTube, which is currently the fifth most popular web brand and averages more than 80 million unique visitors per month, according to Nielsen Online. You can create your own dedicated YouTube page – see [Intel's](#) as an example – and link to it from your website and other locations. Using YouTube opens another avenue for search engines to locate you.

**Spread the Wealth** – If possible, focus different pages of your website on different keyword phrases. Don't try to optimize one page for a bunch of keywords. Spread them out and give your site many landing platforms. For example, [3M Automotive](#) lists an overview of capabilities and product areas on its homepage, then shifts to use more specific, involved keywords for each subsequent page.

**Bianchi Public Relations, Inc.**  
888 W. Big Beaver Rd., Ste. 777  
Troy, Michigan 48084  
248-269-1122  
[www.bianchipr.com](http://www.bianchipr.com)