

How to develop a simple (SEO) Search Engine Optimization Strategy

Number one ranking don't happen by accident. Most websites reaping the benefits of a high ranking position on a website did it by spending money in a quality (SEO) Search Engine Optimization strategy.

We are going to describe in detail the process as a sample we are using "Houston SEO web design"

The first step is doing a reverse search.

These tools are available from Google or Yahoo's pay-per-click advertising. That tool allows you to check what people are actually searching and even extract the as excel documents.

Keywords	Approx Avg Search Volume
houston seo web design	58

This tells you what people searched and how many times it happens the month before.

How do you make your website rank high on this search?

Create a page/website for each particular search. Business units have multiple services but each one has to have it own page and an interchanging link.

Sample our personal list of services includes:

- [Houston TX Web Design](#)
- [Houston Web Design Companies](#)
- [Houston Texas Web Design](#)
- [Houston SEO Web Design](#)
- [Houston Custom Web Design](#)
- [Houston Texas Web Design Plans](#)
- [Houston e-Commerce Web Design](#)
- [Houston Graphic Design](#)
- [Houston Logo Design](#)
- [Houston Corporate Logo Design](#)
- [Houston Restaurant Logo Design](#)
- [Houston Poster Design](#)
- [Houston Brochure Design](#)
- [Houston Logo Design Pricing](#)
- [Houston Business Logo Designs](#)

Each of these has a page uniquely designed to drive traffic to that service and each page has a link pointing to the others.

Web page Title

The title of the page has to include all the words like “Houston SEO Web Design Company”

Key word density

The text of the page has to have this phrase “Houston SEO Web Design Company” as many times as you highest ranking competition for in Google and Yahoo.

Sample:

1# Houston SEO Web Design -

Search Engine Optimization Specialist **2# Houston SEO web design – What is SEO?**

Search Engine Optimization or the design of a website to produce high ranking results in relevant internet searches.

Do all **3#** website designers in Houston use SEO? The answer is NO. SEO is a science; it is time consuming and takes months to produce results. A well developed SEO web design requires the strategic use of key words thought the website to achieve results. To produce a SEO website requires: Meta tags, image names, image titles, page names, page titles, and many other procedures. It also is supplemented with link exchange programs with relevant searches, or the competition.

Do you need SEO for your website design? The answer is YES. A website without SEO is like having the grand opening of a fine restaurant in Houston without signs. Sure the food is great but nobody knows it exists.

Image names

It is recommended to have an image on the page with this phrases name “Houston-SEO-Web-Design.jpg” and have the image name tag title the image

“Houston_SEO_Web_Design” This feature allows you to give details on an image when you roll over it.

Domain names when available purchase the optimal domain name and point it to the page samples:

www.houstonseowebdesign.com

www.houstonseowebdesign.net

www.seowebdesigninhouston.com

www.houstonwebdesignandseo.com

When available it’s easy to purchase domain names since they only cost around \$9.00 a year. It is recommended to buy for more that one year so search engines see commitment.

PDF files

For some reason search engines love PDF files and will give high ranking positions to them. Create a pdf version of the page or add a link to it from the main web page.