

SEO

Search Engine Improvement

```
<head>  
<title>Search Engine Improvement -  
Wise Dog Marketing  
</title>  
  <meta name="description"  
  content="We could try to impress you  
  with all that industry jargon like SEO,  
  Meta Tags, Keywords and more but  
  simply put you want to be found by  
  customers and prospects searching the  
  internet for your products and services."  
  />  
</head>
```

Description <meta> Tag

Unique Page Titles

```
<head>  
<title>Search Engine Improvement - Wise Dog Marketing</title>  
</head>
```

- Home
- Websites
- Social Media
- Promotional Products
- Mobile Applications
- Search Engine Improvement
- Print Media

Easy Navigation

Structured & Descriptive URL's

use words
LIKE THIS
<http://www.wisedogmarketing.com/searchengine/searchengine.php>
NOT THIS
<http://www.wisedogmarketing.com/page5/25981-search1.php>

Quality Content

Going Mobile

Guide Mobile users correctly

If they click to go to the About Page don't redirect them to the home page

Tell Google about your Mobile site!



Google Webmaster

[Webmaster Tools - Google](http://www.google.com/webmasters)
www.google.com/webmasters

You want to be found on the web. We want to help. Get data, tools and diagnostics for a healthy, Google-friendly site.