

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](http://www.wisedogmarketing.com/searchengine/searchengine.php)
NOT THIS
[http://www.wisedogmarketing.com/
page5/25981-search1.php](http://www.wisedogmarketing.com/page5/25981-search1.php)

Quality
Content

Going Mobile

Google
Webmaster

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!



[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.