



Help Google Find and Understand Your Pages

1. Ensure referring links should include text that is relevant to the target page.
2. [Ask Google to crawl your pages.](#)
3. Make sure that any sites that should know about your pages are aware your site is online.
4. Create a useful, information-rich site, and write pages that clearly and accurately describe your content.
5. Think about the words users would type to find your pages, and make sure that your site actually includes those words.
6. Ensure that your <title> elements and alt attributes are descriptive, specific, and accurate.
7. Design your site to have a clear conceptual page hierarchy.
8. Follow [Google's](#) recommended best practices for images.
9. When using a content management system (for example, Wix or WordPress), make sure that it creates pages and links that search engines can crawl by being descriptive, specific, and accurate with your pages.
10. Make your site's important content visible by default.
11. Prevent advertisement links from being followed by a crawler.
12. Make pages primarily for users, not for search engines.
13. Think about what makes your website unique, valuable, or engaging.