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## Quiz: SEO for Small Businesses

Answer these questions to learn how to improve your Web site's ranking on search engines.

The higher your Web site ranks on the search engines, the more traffic your site can receive, giving you the potential to generate more sales. That's why it's so important to be among the top results when potential customers search for products or services relating to your business. Answer these questions to see how well your Web site is being indexed by the major search engines, and how you can improve your site's performance.

Point Value    Your Score

+5	_____	<p><b>1. Do you use specific keywords?</b></p> <p>The keywords (words used when Internet users search for something) you select must relate to your business and to the products or services you want to promote on your Web site. Top keywords should appear at least six times on your home page. When selecting keywords, don't go after high rankings that no one searches for. AT&amp;T's <a href="#">Search Marketer Pro</a> and other tools can help analyze your content and recommend keywords.</p>
+5	_____	<p><b>2. Does your body copy contain keywords?</b></p> <p>When adding content to your site, include relevant keywords high up on the page. Fill each Web page with copy that's long enough — at least 400-500 words — so the search engines can determine a keyword theme. However, don't use too many keywords; this is known as keyword stuffing. Search engines may penalize you for this by lowering your ranking. A good number to use is 3-4 keywords for every 100 words of copy. Likewise, don't hide keywords on your pages in the background or as white text so they're invisible. Search engines may lower your ranking for this, too.</p>
+4	_____	<p><b>3. How "big" is your site?</b></p> <p>Sites with lots of content can rank higher for the more competitive keyword phrases and for long-tail keyword phrases (a string of several words; e.g., "Vermont fall foliage tour"). To create a robust site, you need many inner pages with optimized content consisting of four or five paragraphs (400-500 words). Place keywords in the first paragraph, middle of the piece of content and the very last sentence.</p>
+4	_____	<p><b>4. Is the content on your Web site unique?</b></p> <p>Filling a site with relevant content that is unique to your site can have a very positive effect on your site ranking.</p>
+3	_____	<p><b>5. Do you update the content on your site frequently?</b></p> <p>Search engines like to see fresh content and sites that are updated frequently. This is why blogging is so helpful. A small update to existing content does not mean as much as full articles or blog posts.</p>



+3	_____	<p><b>6. Are PDFs on your site optimized for search?</b></p> <p>Optimizing a PDF is similar to optimizing other content on your site. Use keywords and phrases; include captions under pictures and graphics; and link to the PDF from your home page. You can also add keywords to the Properties/Description tab when creating the PDF in Adobe Acrobat.</p>
+3	_____	<p><b>7. Does your site have a site map?</b></p> <p>Site maps with links to every section and important pages in your site can help your ranking. Include a text link to the map on your home page.</p>
+5	_____	<p><b>8. Do your page titles use the right keywords?</b></p> <p>Search engines give more weight to the text in your page title (what appears in search results as the link searchers click on; also known as title tag) than other text on your page. Title tags look like this: &lt;TITLE&gt;Page Title Here&lt;/TITLE&gt;. Keep title tags to fewer than six words.</p>
+5	_____	<p><b>9. Do you use keywords in the anchor text?</b></p> <p>Use relevant keywords in the anchor text (the visible, clickable text in a hyperlink) to help the search engines understand the theme of the page you're linking to.</p>
+3	_____	<p><b>10. Do you optimize the text around the anchor text?</b></p> <p>The words before and after the anchor text also can make a difference because it can make the link seem more relevant to the search engines. Search engines don't like anchor text to be long, so focus on one phrase.</p>
+4	_____	<p><b>11. Do you use meta tags?</b></p> <p>Several search engines use meta tags (text inserted into the source code of a Web page; e.g., &lt;META NAME="Title" CONTENT="Page Title Here"&gt;) to help index your site and select pages for top listings. Keep your meta tags to fewer than 180 characters. Pay attention to the title, description and keyword tags because search engines often use the text in the title tag for the URL's listing. Meta tags can benefit all Web pages, but especially those on your home page. Because meta tags are page-specific, don't use the same tags on all of your pages.</p>
+5	_____	<p><b>12. Do you actively build links to your site?</b></p> <p>A way to improve the number of incoming links to your site is to establish reciprocal links with other Web sites such as those of, Chambers of Commerce, trade associations, bloggers and clients who can forward a visitor to your site. These links help make your site more visible to the search engines. Links from sites similar to yours can be especially helpful.</p>
+4	_____	<p><b>13. Does your site include videos?</b></p> <p>Embedded videos that are optimized for the search engines can help improve your search ranking. Use keywords in the file names and captions and place the videos in prominent positions on your site.</p>
+2	_____	<p><b>14. How old is your site?</b></p> <p>A Web site's age can be an indicator of its trustworthiness. Because of this, these sites can achieve higher ranking.</p>

-5	_____	<b>15. Is the content on your site yours?</b> Using copyrighted content from other sites without their permission is illegal, and the search engines may stop indexing your site all together.
-5	_____	<b>16. Does your site contain duplicate copy?</b> Duplicate content can appear when two different URLs contain the same page content. Search engines may penalize sites with duplicate content.
-4	_____	<b>17. Do you use lots of images and graphics instead of text?</b> Without words, search engines have difficulty telling what the graphics on your page are. Instead, they read the file name that the graphic is saved as. ALT tags (alternative text that is displayed when a user’s browser can’t view images) let you add text to your graphics. This way, a page optimized for knit sweaters has an image of a knit sweater with the name “knit_sweater.jpg” and an alt tag that reads “knit sweater.”
-4	_____	<b>18. Does your site use Flash animation?</b> Search engines have difficulty reading the content in Flash movies; so include an alternative contextual description. If you use a Flash intro page, be sure to include an HTML link to your home page.
-3	_____	<b>19. Does your site use page redirects?</b> Redirects can harm a site’s ranking when not done properly. If redirected pages don’t open or if users are taken to the wrong page, the search engines may penalize your site if they think it is intentional.
-1	_____	<b>20. Does your site go down frequently?</b> Search engines can’t index your site if it is down or it crashes a lot. Make sure you use a reliable hosting platform with 95%+ uptime rating.

Total \_\_\_\_\_

### Scoring

- **If you scored 40 or higher:** Congratulations, you are well on your way to having a Web site that is optimized to receive higher search engine ranking. Remember, you can’t let up on your efforts — good search engine optimization never ends. Continue to add content with lots of keywords, update links and follow other SEO best practices.
- **If you scored between 20 and 39:** You are doing some of the things you need for a properly optimized Web site, but you could do better. Go over the questions that you received zero points or lost points and see what you can implement to help achieve a higher ranking for your site. You will find that it’s not difficult; it just takes a little effort.
- **If you scored 20 or less:** You have some work ahead of you, but don’t despair. Go over the questions that you received zero points or lost points and see what you can implement to help achieve a higher ranking for your site.

Need help optimizing your Web site for better placement on the search engines? Let AT&T’s [SEO Services](#) help you set up your site so it’s more relevant and receives a higher ranking.