

## Writing for Web Search Engines

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A simple way to increase your results with search engines is to relearn a simple rule: *Never use pronouns in web content!*

Ok, so this might strike you a little strangely, but think of it this way: search engines cannot understand 'context' and read exactly what you wrote--not what you 'meant' to say. We all know that a primary factor for indexing is the use of keywords--the more times a word or phrase appears, the more relevant the page appears to the mindless search engine robot. Consider these sentences:

"We do great things with your site and you'll get more results!"

vs.

"Richmond Free Web Design produces professional web site designs that increase your company's business profits!"

Do you see the difference? The more specific you become, the better! As you work on keyword density, make sure you do not exceed 10% density of a given word on the page or the search engines may penalize your site as "keyword spamming"!