



Advanced Business Growth clients receive personalized *Standard Operating Procedure* (SOP's) like the one below which help their businesses grow at an escalated, more predictable rate. The below SOP should not be considered a blueprint for your business, it was modified to make it GENERAL in nature to help almost any business to clean, update and optimize their web presence. Hand this to your webmaster or IT department so they can bring your website up to date...

Purpose

To bring old websites up-to-date; to organize websites using current tools; and to remove all conflicting, out-of-date, or counterproductive code, text and/or technology.

Process

Step 1: **Backup**

- Backup the current website, placing a full backup onto the storage server in a folder labeled "{website URL} backup (today's date)". Do not make any changes to this copy once it's on the storage server.

Step 2: **Focus**

- Determine the top 3 keywords the site should rank for.
 - These are the top 3 *keywords* or *keyword-strings* your target audience would type into a search engine when looking for a product/service like yours.

Step 3: **Remove**

- Locate all duplicate pages.
 - Keep the newest version on the website.
 - Delete duplicate versions of pages.
 - When deletion is not an option, change all 'duplicate versions' of that page to a redirect, aiming at the newest version of that page.
- Use conical links when necessary.

Step 4: **Use Google Guidelines**

- Use Google Webmaster Tools, plus the following...
- Use copyscape.com to confirm that ALL content is unique content that cannot be found on another site.
- Each site must contain a minimum of 20 articles (see *Adding Content Pages* below)
- All articles must provide substantial/valuable/relevant information
- All articles must follow the *Adding Content Pages* guidelines (see below)
- On the landing page, put:
 - The logo
 - Tag line (what the company does)
 - Opt in box
 - Testimonial
 - Company information

- Company name
 - Address
 - Support email
 - Phone number (when supplied)
- Copyright information
- All legal links
- Link to customer service page
- On the bottom of all inner pages, put:
 - What the company does
 - Contact information
 - Opt in box
 - Legal Links (privacy policy, terms, etc)
 - A link for people to opt out of our newsletter
 - Link to 'Articles' page
- Put the website logo on the top left of all pages
- Put navigation tabs on the top, and navigation links at the bottom of each page.
- All pages must load quickly (test pages on a 3rd party site like: <http://webpagetest.org>)
- All content pages should include RSS, and Google +1 tools when appropriate
- On all sales pages
 - Confirm that there is a picture of the product for sale on that page.
 - Put the price of the product right on the order button.
 - Offer 3 payment option
 - Use SSL, and trust seals whenever possible
- Don't use pop ups, exit pops or exit redirects
- Pages should include Anchor Text
- All pages need to be W3C validated
- All pages need analytics on them (such as google analytics)
- All sites need a video page with at least 16 google videos on it, all videos must be related to the keywords which the site is optimized for.
- After any page is added it should be pinged (using a service like: <http://pingler.com>)
- After any major revision, the site needs to be submitted to google

Adding Content Pages

- Naming the new page. Put an underscore between words in the url. Each page name should contain a keyword phrase from the supplied list. For example: One article might be called "9 Tips To Have More Energy". Our page name might then become: `have_more_energy`.
- Put the name of the article in the <TITLE> tag
- Update the meta name description to include the name of the article.
- Update Meta-keywords to include the keywords in the article name, plus think of two additional keywords *related to the article* to add to this line.
- Make sure the keyword phrase is used properly 3-4 times throughout the body of the article.
- When the page is done make sure you add a link to it from the main article page.
- Make sure every page has a unique HTML title, meta description, and keywords.
- All content pages need 1-2 images, which have the keyword phrase in the image alt tags
- On all content pages, 2-3 keywords used in the copy need to be hyperlinked to other pages on the website which include those keywords in the file name.