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Home Outline Creating a website is at the heart of the outline of how to combine the websites of local businesses. The plan represents a domain (website), directories, subdirectories and page structure of the site. You can have as many nested folders as you want, but it is best to keep it a minimum level of SEO purposes. Deeper inside the pages of the directories and subdirectories in the less importance it is due to the search engines.

It is also important to note that the wording that you use directories, subdirectories, and sides of the real filenames to use the site's URL. These conditions have been correlated with the search terms you want to achieve high-ranking and search engines. ---------- ---------- Outline the Standard Model Contract site domain (Home), one sub-directory Directory Page 1 Page 2 Sub-index B C subdirectory two sub-directory Directory Page 1 Page 2 subdirectory B, C, sub-directory Directory 3 In the above example you see a domain name or home page is # 1, this is the main web page.

Over the domain name you have multiple directories, which represent the product / service groups or areas served, then within these directories are subdirectories details are finally in their own subdirectories pages, each of which represents a specific product / service & city pairings. Here is an example of how the URL displays Page 1 subdirectory inside the directory which is located 2 â€¢ domainname.

com/directory-2/sub-directory-a/page-1 - URL of the words are very important in the way search engines rank your site. ---------- Example ---------- Site Outline - Colorado Instruments When people are searching online to buy a product or service locally they will be "City of the product" or "city service" into your favorite search engine to find it. An example of this blog post I use the fictional music store serving the Northern Colorado in Denver, Fort Collins and Loveland.

John Doe, owner of Music Store offers music lessons, plus sells guitars, drums and keyboards. John would like to rank high in searches such as "Guitar Lessons in Denver," or "the Colorado acoustic guitar" or "in Fort Collins, a piano," etc. .

Let's pretend that the Johns Music Store is a new business and needs to come up with the company and the domain name at the same time. Based on the principles described in the previous article titled How to name your site, John has decided to coloradoinstruments. com (the time of this post This domain is available, btw).

There is also a northerncoloradoinstruments. com, but John believes that the name of limiting his territory, plus coloradoinstruments. com is shorter.

A quick check of the Google AdWords Keyword Tool shows that the term "Colorado Instruments," look for 3600 / month. This gives him a head start over than to choose a domain name johndoemusic. com when it comes to organic search traffic for players in Colorado.

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In today's environment of corporatism, a essay writing local businesses are faced with many challenges when competing with national and regional chains. We strive to use our experience in the creative industry, helping small local businesses and overcome these challenges with effective marketing strategies. Our passion is to fuse the creative art of photography, web design and the art of narrating different stories from each company has to tell. It is our desire to become strategic partners with our clients by building long term relationships and provide purposeful marketing with measurable results. Warren Diggles Photography Project website Pictures of Colorado Web Designer Colorado Loveland, Colorado

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