

# Optimization



## KEYWORD OPTIMIZATION

Do keyword research to find the right keywords to target. Use Google AdWords Keyword Planner and other tools to find the right keywords for your website.



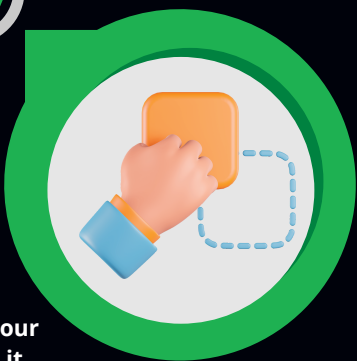
## SITE STRUCTURE

Optimize your website structure. Make sure your website is easy to navigate and that all your pages are reachable from the home page.



## INTERNAL LINKS

Add internal links to help Google understand the relevance of your pages.



## USABILITY

Improve usability. Make sure your website is easy to use and that it loads quickly.



## MOBILE VERSION OF THE WEBSITE

Create a mobile version of your website. More and more people are using their mobile phones to access the internet, so it's important that your website is mobile-friendly.

