

works and how to use sitemaps and robots.txt to initiate, control, and manage its crawl through your site.

- ❖ Setting up a new site contains vital information for new webmasters on how and where to host your site and how to select your domain name.
- ❖ Managing an existing site explains how to move your site to a new web host and/or move to a new domain without having an adverse impact on your website.
- ❖ Site structure and navigation concerns how to structure a site to the right depth and width to facilitate an effective crawl. It includes the optimization of your directory structure, file names, and file extensions.

### Step 3: Priming your pages

Priming your pages covers the SEO art of page copywriting and asset optimization. This includes deploying your phrases that pay throughout your site and manipulating Google search engine results pages (SERPs).

- ❖ How Google stores. Before you can prime your pages you must understand how Google stores your content in its search index. This important chapter also covers the dreaded supplemental index and how to avoid it.
- ❖ On-page optimization is all about effective SEO copywriting of metadata, tags, page text, and other on-page elements, so that web pages are keyword rich for search engines but still read well for humans.
- ❖ Asset optimization. It is vital also to optimize the images, documents, videos, and other assets on your site. This section shows you how.
- ❖ SERPs and snippets outlines how Google displays its search results and how to manipulate the link and the snippet for your