

NEVER FORGET:

help customers and search engines find you!
(and keep 'em interested, too!)

BE THE SAME

they can't find you if you have a different name on every site!

NAME-YOUR-PHOTOS
WITH-DASHES-BETWEEN-WORDS.JPG
(NOT dsc8675309.jpg)

USE GOOGLE'S KEYWORD TOOL
to discover what your customer is searching for

short and sweet

Use short sentences.
Thanks.

Stay on Topic

use your keyword research to pick a focus for your blog posts and shop item descriptions!

EVERY PAGE GETS AN IMAGE

No image? No one can share your page on Pinterest. Boom.

now get out there and make great internet!



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