

SEO for Web Designers – RESOURCE LINKS

Cardinal Web Solutions

The following resources will help you in researching keywords, evaluating competitive sites, finding backlinks, and building a site's ranking. For additional help, please contact anyone at the Cardinal Team
www.CardinalWebSolutions.com

Focus site content on the keywords with the highest Search Volume and Commercial Intent. After reviewing competitive sites, plug keywords and geographic modifiers into **Google's External Keyword Tool** -
<https://adwords.google.com/select/KeywordToolExternal>

A SiteMap is an electronic index which shows Search Engines what your site is about and the depth and breadth of your content. **XML SiteMap Generator** – www.xml-sitemaps.com

This is a fantastic plug-in for Mozilla Firefox that will allow you to see many key SEO stats at a glance.
SEOBook Download <http://tools.seobook.com/>

Cardinal Web Solutions provides a **free 'Traffic Tracker Report'** that will do a preliminary keyword and site analysis <http://www.cardinalwebsolutions.com/Traffic-Tracker.htm>

Google Analytics is a necessity for any site for tracking referring sites and keywords and analyzing traffic within your site <http://www.google.com/analytics>

Google's Webmaster Tools provide a vast array of tools for webmasters to improve Search Engine Optimization www.google.com/webmasters/tools/

Be sure to **submit your site** to the major Search Engines

Google's Site Submission Form Link – www.google.com/addurl

Yahoo's Site Submission Form Link – <http://search.yahoo.com/info/submit.html>

Bing's Site Submission Form Link – <http://www.bing.com/webmaster/SubmitSitePage.aspx>

To quickly build high quality **backlinks** you can purchase directory listings with Yahoo or Business.com

Yahoo Business Directory purchase Link – <http://dir.yahoo.com/>

Business.com purchase Link – <http://www.business.com/info/advertise>

