



NEW MEDIA - NEW MARKETING

DIY-SEO Checklist



A Starting Checklist for Search Engine Optimization:

- Relevant, Keyword-rich, Real Content
- Unique Visitors
- Relevant Backlinks



- Keyword Rich Title
- Keyword Rich Description
- Keyword Meta Tag
- <H1> <H2>
- Keyword Image Files Names
- Keyword Image Alt-Tags
- Internal Links / External Links
- Sitemap (two types)



- Submit to DMOZ
- Submit to Google, Bing (Yahoo)



Doral Chamber of Commerce

DIY-SEO Search Engine Optimization Training

March 19th or April 16th — 8:30 a.m. to 4:30 p.m.

Seminar Location—Doral Chamber of Commerce

8181 N.W. 36th Street, Suite 21-A, Doral, FL 33166

New Media, New Marketing, Inc. www.NMx2.com/search_engine_optimization_training

Sponsored by the **Doral Chamber of Commerce, Keiser University Miami**