



# Designing a Site Map for SEO

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Search engine optimization involves many components including linking, keyword research, content development, page titles, and other methods used to improve your search engine rankings. All of these methods can increase your results piece by piece but there is a way to combine many of these elements into an SEO method that can improve your web ranking and drive targeted traffic to your web site. This method is designing a site map to be used with your other search engine optimization efforts. Knowing how a site map can help you improve your SEO results will help you to better design your site map and make it conform to the guidelines of ethical and successful SEO.

## Site Maps Defined

A site map is a graphical or textual representation of each of the pages on your web site. Site maps can be very complex and include professional graphics and they can also be very simple and have only text. A site map helps people find the information they are looking for on your web site. You can use a site map to incorporate some of the major components of SEO and improve your search engine rankings in the long run.

## Site Maps & Text

Text-based site maps are the most effective for search engine optimization purposes. This is because you can use your chosen keywords in both the content of the site map and in each link to other pages within your site. If you have carefully chosen your keywords, implementing them into your site map can benefit your search engine optimization efforts and help improve your search engine rankings.

## Site Maps & Links

Links are a very important part of successful search engine optimization. When search engine crawlers visit your web site, they look for links that can be used to help determine the relevance of pages and assist with search engine indexing. If you build a web site and have a link to each one of your other pages, this can improve your web rankings and make it easier for search engines to find your site when people search for the keywords you use on your web site.

## Site Maps and Content

You can also use site maps to your advantage by writing keyword-optimized descriptions of each page that you are linking to from the site map itself. Your descriptions can include several keywords that describe your products and services and make it easier for people visiting your web site to find what they need. In addition to helping you optimize your web site, site maps are a valuable resource for visitors to your site.

## Professional SEO Consulting

If you're not sure how using a site map fits in with your search engine optimization strategy, you should consider hiring a professional SEO consulting firm. The SEO Team offers a wide variety of web design, SEO, and internet marketing services for web sites of all levels. If you'd like to know more about our services, visit our web site and learn how we can improve your web site SEO.