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By Gayatri Bhalla

"There's an app for that"-really?

Marketers everywhere have become app happy as they work to make their offerings more and more accessible and valuable in an increasingly mobile world. For many, apps make a lot of sense. But will they be worth the time and expense for your firm?

Maybe. Before you invest, here's a quick primer and an important list of questions to consider.

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Assess the SEO Health of Your WebsiteBy **Gayatri Bhalla**

Posted on February 4, 2011 at 11:22 am

digitalrecipe #16



SEO, or "search engine optimization", is a combination of optimizing both on-page elements (such as meta tags) and off-page elements (such as links to your website). Here are the on-page elements to look at:

1. Ensure each page of your site has unique, **keyword-rich URLs**.
2. Enrich your website copy with terms you know people search for. While keyword tags seem to matter less and less these days, keyword dense copy is still crucial.
3. Ask your IT team what your firm's domain/URL strategy is. Most firms should be focusing their web presence around a single domain/URL, so make sure that your blogs, microsites, etc. are structured off of your firm's main URL.
4. Examine your title tags to make sure they are descriptive and keyword rich. **Title tags** matter not only for SEO but also because your audience will see your title tag on Google as the first line of their search result.
5. Evaluate your **content management system** – it should make it easy for you to manipulate key meta tags and URLs on your site.
6. Keep on your toes – **SEO best practices** change constantly.

CONTRIBUTORS

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Gayatri Bhalla, Principal of Interactive Marketing, has over a dozen years of experience in the interactive marketing and strategy disciplines. She brings a depth of understanding and experience with new media platforms and knows how to marry marketing with meaningful technologies.




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By Gayatri Bhalla

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