REMEMBER Through all this site planning, never forget keywords. Your site should be optimized according to overall concepts, and each page should have its own specially targeted keywords. Ideally, these niched keywords are reflected in each page's title, `meta` tags, and the text of incoming navigation links.

Keep life simple for the Google spider and your visitors. Avoid creating wild-goose chases in which visitors chase links down dead ends. A tidy link structure in which each main group of pages is reachable from one link on the home page helps Google assess the entire site and get the maximum number of pages into the index. Google can sweep through a well-organized site in a flash and gain an extraordinary amount of understanding about it.

TIP The golden rule of optimization is this: Do unto Google as your visitors would have you do unto them. The Google spider responds well to the same site qualities that visitors value. Keep it simple, organized, and on-topic. Don't be subtle. Eliminate unnecessary clicks. Don't waste the visitor's time.

TIP Another great rule of thumb: Convey your information in text, not graphics. Google loves text. It understands text. When Google's spider encounters an image on the page, it recognizes the filetype (*.jpg* or *.gif* in most cases), but it can't see the image, interpret it, or recognize any text that might be part of the image. Two types of image file are common on Web pages:

✔ **Logos.** Graphic logos are perfectly fine to use. But be aware that any supporting text built into the graphic, such as the site's tagline ("Coins for All and All for Coins!") serves no optimization value and is wasted as a PageRank asset.

✔ **Links.** Graphic buttons can be used for links, but doing so wastes an optimization opportunity to incorporate a keyword in the anchor text.

Don't underestimate this point: Convey information in text, not images.

Page and Content Design

It might be strange to think of "content design." Content authorship, certainly, but what is content design? Content design involves optimizing your editorial content by dividing it in certain ways on the page, tying it to key concepts, and embedding it with keywords. As such, content design is closely associated with page design, which is likewise concerned with layout, the division of content, and the density of keywords per page.

Page design is a broader consideration, including the overall look-and-feel of the page on which your content sits. Colors, tables, navigation menus, and links — these are all page design elements. Your content elements consist of the information on the page, all of which, ideally, is textual.