

Design your pages as if you were serving an information meal to your visitors (and to Google's spider). Don't overfeed. Don't create wild mixtures of incompatible foods. Divide the meal into well-defined courses.

Optimize each page according to the following principles:

- ✔ **Focus.** Don't let any single page divert from its topic. Move extraneous information to another page.
  - ✔ **Size.** In the eye of Google's spider, the length of a page doesn't matter much. To a certain extent, the amount of content per page is a matter of design and anticipating the needs of your visitors. Breaking up a long article into two or three pages lends a compact quality to the site, but makes your readers click more. Page length should be determined by keyword density — see the next point.
  - ✔ **Keyword density.** This important optimization factor is a measure of how many keywords exist on the page relative to overall text. If your page contains 500 words, and 50 of them are your keywords, the keyword density is 10 percent. Online tools can quickly measure the density of any page. One such gadget is provided by Search Engine World (see Figure 4-9) at the following address:  

```
www.searchengineworld.com/cgi-bin/kwda.cgi
```
- Figure 4-10 is a results page of the Keyword Density Analyzer at Search Engine World. You want a density neither too high nor too low; most optimization pros think 15 percent is a top limit for an article page. On the other hand, Search Engine world's own home page sports a density of 45 percent for the keywords *search engine*. The danger of loading up too heavily with keywords lies in making Google think you're stuffing the page with keywords to artificially inflate its PageRank.
- ✔ **Keyword distribution.** You might think that distributing keywords evenly across the page is the right idea, but concentrating them near the top is better optimization. And repeating your main concepts at the start of a page of text is good writing.
  - ✔ **Optimized headings.** Google's spider gives headings a little more weight than ordinary text. So, without distorting the meaning of your content, try to place your key concepts and words in larger-font headlines. Again, this is both good writing and good optimizing.
  - ✔ **Link creation.** Think of ways to make keywords into links. For example, if you have a glossary in your page, link keywords to their glossary entries.