BASIC QUALITY PRINCIPLES

SOURCE:
GOOGLE WEBMASTER GUIDELINES

WWW.XCELLIMARK.COM

"Think about what makes your website unique, valuable, or engaging. Make your website stand out from others in your field."

"MAKE PAGES PRIMARILY FOR USERS, NOT FOR SEARCH ENGINES."

"DON'T DECEIVE YOUR USERS."

"Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you, or to a Google employee.