

# How to Optimize a Website Using Adobe Contribute

## 3

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If you've built a website and are using it to promote yourself or your products, it's useless unless people can easily find it using search engines. Every day, thousands of new websites are added to [the Internet](#). And, many of them may be competing against your site for exposure. Getting noticed on the Internet is possible through search engine optimization, or SEO. This entails adding keywords or phrases to your website pages - the types of words you think people will type into a search engine to find you or your services.

If you've created your website using Adobe's Contribute 3 (and even if you haven't), you can easily add Keywords to your site.

Difficulty: Moderately Easy

## Instructions

things you'll need:

- A personal computer
- An Internet connection - preferably high speed
- A registered domain name
- A place to host your website

- 1 Assuming that you have already created at least one page on your website, launch a connection to it using Contribute and click the "Edit" button at the top of the screen.
- 2 After Contribute creates a new draft of your webpage, click on "FORMAT, KEYWORDS AND DESCRIPTIONS."
- 3 In the "PAGE KEYWORDS AND DESCRIPTION," type the keywords you think most people will enter into a search engine to find your site. You can enter as many as you want, but separate them with a comma. In the "DESCRIPTION" window, type a brief summary of your page and what it has to offer people looking for you. This is the paragraph that appears in search engine results. When finished, click the "OK" button.
- 4 Repeat the process for every page on your website. Be careful not to use the exact same terms for every page. Instead, use terms that reflect the actual content of the page. When you have finished editing your keywords and descriptions, click the "PUBLISH" button to post your changes to your website.

## Tips & Warnings

- Anticipate searches that use misspelling by adding your own commonly misspelled keywords.
- Use one of the SEO keyword analyzers (See Resources below).
- Change the keywords at regular intervals to see if it helps your site get noticed.
- Be careful not to use the same keywords over and over again on every page - this will get your site put on search engine blacklists.

## Resources

- [Enhancing search engine optimization for your website](#)