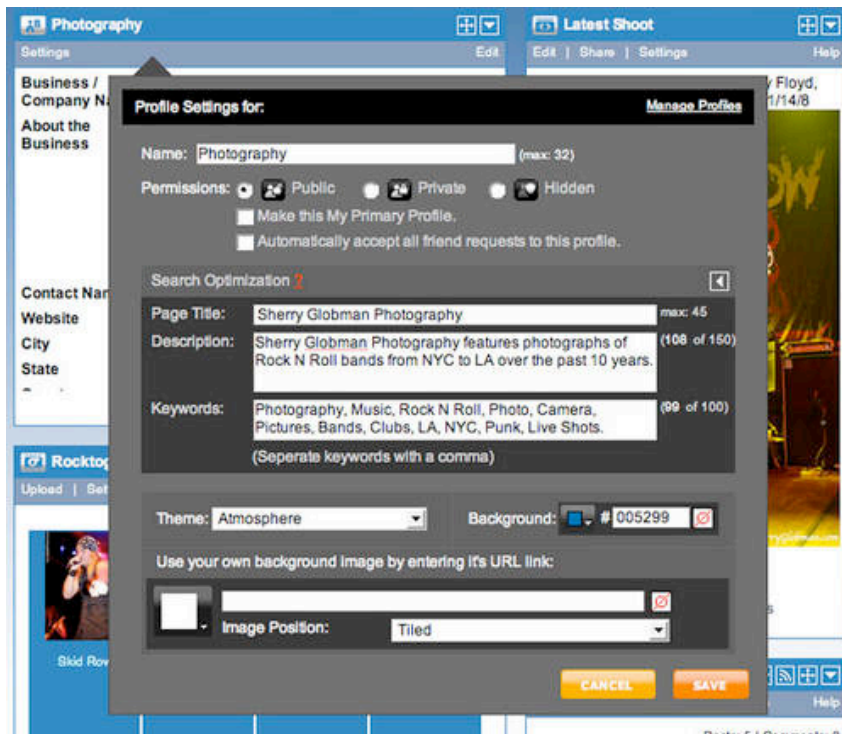


Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" search results for targeted keywords. This refers to search results when using such sites as Google or Yahoo. Usually, the earlier a site is presented in the search results, or the higher it "ranks", the more searchers will visit that site.

Adding a page title, page description and keywords to your MOLI site will make it easy for members and search engines to find your profile. You can do this by updating your profile settings to include a Page Title, Description and Keywords.

While logged in to your MOLI account, view the profile you would like to update. Click the "Settings" link on your main profile text box. Next to "Search Optimization" click the down arrow to open these settings. Give your profile a relative Page Title, a detailed Description of its content and Keywords that others may use to find your profile. Click the save button to update these settings.



Your new Page Title will appear at the top of your browser window. The Description and Keywords are stored in your profiles HTML code for search engines to find. From these three things, Search Engine Optimization can do its job and direct more visitors to your site!

