

URLs of Sites references about Search Engine Optimization and Social Media Optimization

Jenny McDermott's Website: www.jennymcdermott.com

On-page optimization Panda algorithm update

<http://moz.com/blog/visual-guide-to-keyword-targeting-onpage-optimization>

http://www.ehow.com/how_8051008_arrange-fruit-cheese-platter.html#page=6*

<http://www.epicurious.com/articlesguides/healthy>

<https://support.google.com/webmasters/answer/2604824>

Making duplicate content okay

<https://support.google.com/webmasters/answer/1235687?hl=en>

<https://support.google.com/webmasters/answer/93633>

Rich snippets

<https://support.google.com/webmasters/answer/99170?hl=en>

<https://support.google.com/webmasters/answer/176035>

Page Rank & Link Juice

<http://www.eventbrite.com/>

Defending Against Penguin

<http://www.opensiteexplorer.org/>

<http://www.removeem.com/>

<http://searchenginewatch.com/article/2267774/Link-Data-Analysis-A-Beginners-Guide>

<https://support.google.com/webmasters/answer/2648487?hl=en>

Directories

<http://www.dmoz.org/>

<http://www.google.com/local/add/g?hl=en>

<https://www.bingplaces.com/>

<http://advertise.bingads.microsoft.com/en-us/bing-rich-captions>

<http://smallbusiness.yahoo.com/local-listings/basic-listing/>

<http://www.manta.com/>

Social media – AddThis

<https://www.addthis.com/get/sharing>

<https://www.addthis.com/get/follow>

Making the most of Facebook

<http://www.jennymcdermott.com/googleplus.html>

<https://developers.facebook.com/docs/plugins>

<http://ogp.me/>

<http://searchengineland.com/use-open-graph-to-get-video-thumbnails-into-your-search-results-128264>

Making the most of YouTube

<http://www.youtube.com/watch?v=DWmt6gorzUg>

Making the Most of LinkedIn

<http://www.linkedin.com/in/uxdesignermn>

http://www.linkedin.com/company/hubspot/products?trk=top_nav_products

http://www.linkedin.com/myGroups?trk=nav_responsive_sub_nav_groups

Making the most of Twitter

<https://twitter.com/i/discover>

<https://dev.twitter.com/docs/cards/validation/validator>

<https://twitter.com/settings/widgets/new>

Making the most of Google+

<http://www.virante.org/blog/2012/07/18/google-authorship-does-it-affect-search-rankings-google-official-speaks-out/>

<https://support.google.com/webmasters/answer/1408986?hl=en>

<http://www.google.com/+learnmore/hangouts/onair.html>

Getting Conversions and supporting customers

<https://conklin.com/cart/itemDetail.cfm?pline=01&cline=02&parentSKU=038695>

<http://www.sitepoint.com/forums/forumdisplay.php?12-Website-Design-amp-Content-Reviews-amp-Critiques>

Prove It!

<http://www.sitejabber.com/>

<http://www.yelp.com/minneapolis>

<http://www.bbb.org/>

Helper Sites

coding html

http://w3schools.com/html/html_intro.asp

writing

<http://www.dailywritingtips.com/write-to-be-scanned/>

<http://www.nngroup.com/articles/write-interesting-facts/>

Open Graph

<http://ogp.me/>

online seo tools

<http://www.searchenginejournal.com/seo-tools/7299/>