

# Search Engine Optimization/Submission

- 7:00 to 7:30 Optimize Site for Search Engine Submission
- 7:30 to 8:00 Search Engine Submission
- 8:00 to 8:30
  - Future topic discussion
  - Questions and Answers



# Search Engine Optimization

## - Overview -

- Is there enough content on the site to properly categorize it?
- Is the navigation system spider friendly?



# Search Engine Optimization

## - Content -

- Visible
  - Body Text
  - Alt Tags
  - Page Title Tags
  - Title Tags (Sometimes Visible)
  - Links
  - Header Text / Bold
- Invisible
  - Description MetaTag
  - Keywords MetaTag



# Search Engine Optimization

## - Do's -

- Apply alt and title tags to all images
- Create good content
- Informative and thorough title tag
- Good Keyword and Description MetaTags



# Search Engine Optimization

## - Don'ts -

- Cram all of your content onto one page
- Create Text that is the same color as your background
- Create a page that only contains images or media
- Create Title or MetaTags containing words that are not contained in the body
- Create a 100% Flash or Java site.
- Do Not Use Frames



# Search Engine Optimization - Navigation System -

- Make sure that there are multiple links pointing to important pages throughout the site.
- Make sure that links are plain text or graphic links.



# Search Engine Optimization

## - Resources -

- Dienhart.com:  
[http://www.dienhart.com/software/PERL\\_Scripts/documentation/metagen.shtml](http://www.dienhart.com/software/PERL_Scripts/documentation/metagen.shtml)
- WebMonkey.com: <http://www.webmonkey.com/>
- SearchEngineWatch: <http://searchenginewatch.com/>



# Search Engine Submission

## - Overview -

- Submission to at least the top engines is a must.
- Keep site content fresh.
- The first submission will take the longest amount of time for the site to be indexed.



# Search Engine Submission

## - Do's -

- Submit your site to engines every 90 days
- Keep Content Fresh
- Continuously check your ranking for certain desired keywords or phrases
  - Continuously optimize your site content by reviewing your log files
  - Continuously optimize your site content by reviewing you rankings on search engines



# Search Engine Submission

## - Don'ts -

- Submit your site to search engines more than once every 90 days
- Try to trick the engines to improve ranking
- Point multiple domain names to the same site and submit to the engines
- Submit multiple pages from the same site to the engines



# Search Engine Optimization/Submission - Review -

- Create your site for people and robots
- Research and know your site and how to keep it optimized
- Always use tags and keywords to add content to your pages
- Submit your site to the top engines every 90 days



# Search Engine Submission

## - Resources -

- AddWeb: <http://www.addweb.com/>
- AddMe: <http://www.addme.com/>
- FreeWebSubmission: <http://freewebsubmission.com/>



# Future Topics / Q&A

- Basic Web Page Design
- Buttons, Banners and Site Graphics
- FTP, How To
- Dreamweaver
- PERL
- Databases
- ???

