

Search Engine Visibility

Presented by



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~~“If you build it, they will come”~~

From the movie “Field of Dreams”

Search Engine Visibility

- Search Engine or Directory - what's the difference
- Choosing which Search Engine or Directories
- Submitting your site to Search Engines and Directories
- Paying for Search Engine or Directory submissions - Yes or No?
- Preparing your site for improved search results,
- How NOT to be included in search engines, and when you might want this
- Adding a Search Engine to your own site

www.nicholaspyers.com/presentations/20051001-searchengines

Search Engine or Directory



Search Engine

Automatic Process

- Use “spiders” to find and fetch web pages to build lists of words and phrases on each page found
- Keep an index or database of these words and phrases
- Allows end users to search for key words and phrases and then tries to match these search with the most relevant web pages



Directory

Manual Process

- Uses human editors to add entries
- Finds sites by site owners, or others, submitting details of new websites
- Assigns web pages to different categories and sub-categories
- Will often use “fall-through” results gathered from search engines

Choosing Which Engine or Directory



Yahoo! Search

<http://www.yahoo.com>

- Most popular directory
- Global and Regional sites



Google

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

- Most popular search engine
- Global
- Regional (google.com.au)
- Topic Specific (mac.google.com)



Sensis

<http://www.sensis.com.au/>

- An Australian Website
- Associated with Australian Yellow Pages, Australian White Pages and CitySearch phone directories
- Supports Mac OS X (with widget)

MSN Search

<http://search.msn.com/>

- Default Search Engine for Windows



Ask Jeeves

www.ask.com

- Uses plain language requests – very easy to use



Wikipedia

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

- Not really a search engine nor directory
- Use sensibly and only for “encyclopedia” related entries



VersionTracker

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

- Software Updates and Releases



iCalShare

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

- Calendar Listings

Preparing Your Site

Things to do for Search Engines

- Use keywords within headings
- Use keywords within body text
- Use ALT TAGS to label images and hyperlinks
- Use META TAGS – particularly useful for including misspellings of words
- Avoid Redirects (or add these pages to the robots.txt page)

Things to do for Directories

- Include a Contact Us or About Us page
 - include physical address, telephone, facsimile, email address(es)
- Remove unnecessary punctuation, sales hype and buzz words from headings
- Research the appropriate category for your site
 - if multiple categories exist, choose only one
- Keep the description brief and free of “buzz words”
- Tailor each submission to each individual Directory

Things to do for both

- Check Spelling in all places
- Make your content as unique as possible
- Make all text legible – Headings, Body Text and Alt Tags
- Fix or remove any broken links
- Include a site map
- Avoid “splash pages”

Things NOT to do

- Do not use keyword stuffing
 - Do not “hide” words in white text on white background
 - Do not just add reams of “keywords” – incorporate them in your text
- Avoid the use of Frames
- Avoid the use of JavaScripts, roll-overs etc for links and menus
 - If you must, then provide a text based menu system as well
- Do not repeatedly submit your site to the same directory or engine

Submitting Your Site



Yahoo! Search

<http://search.yahoo.com/info/submit.html>

- Submit to Yahoo FIRST – many Search Engines check here first



Google

<http://www.google.com/addurl>

- Again many engines use Google results, either to find new sites or to supplement their own engine



Sensis

[http://www.sensis.com.au/
contact_us_submitSite.do](http://www.sensis.com.au/contact_us_submitSite.do)



MSN Search

[http://beta.search.msn.com/
docs/submit.aspx](http://beta.search.msn.com/docs/submit.aspx)



Ask Jeeves

www.ask.com

- Automatically grabs from other directories and engines



Wikipedia

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

- Just add new entries



VersionTracker

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



iCalShare

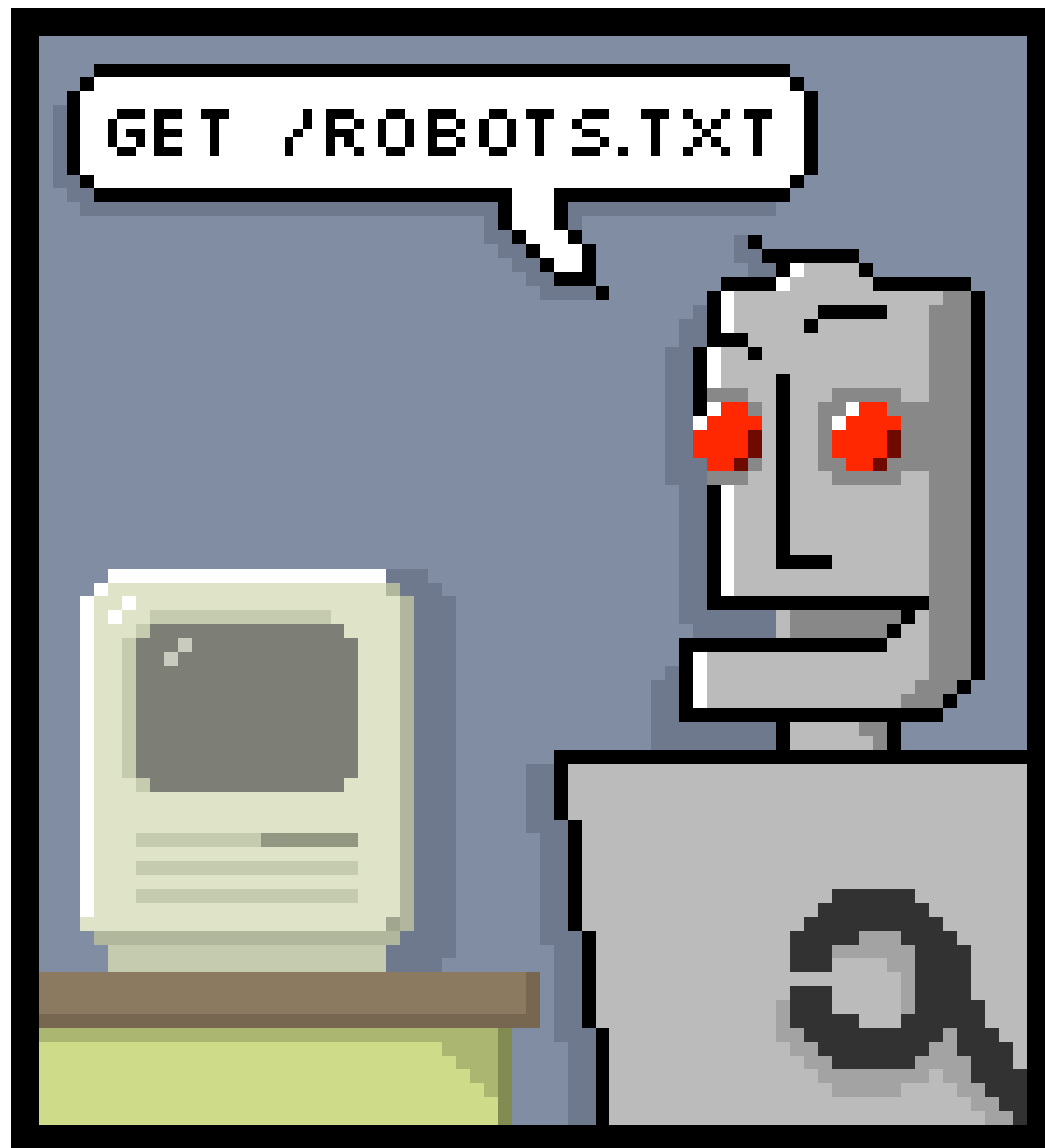
[http://www.icalshare.com/
submit.php](http://www.icalshare.com/submit.php)

- Be sure to create an account and login first

Paying for Submissions

Why Bother?

How NOT to be included



BIG PROPS TO ROBOTS.TXT FROM CLANGO.ORG

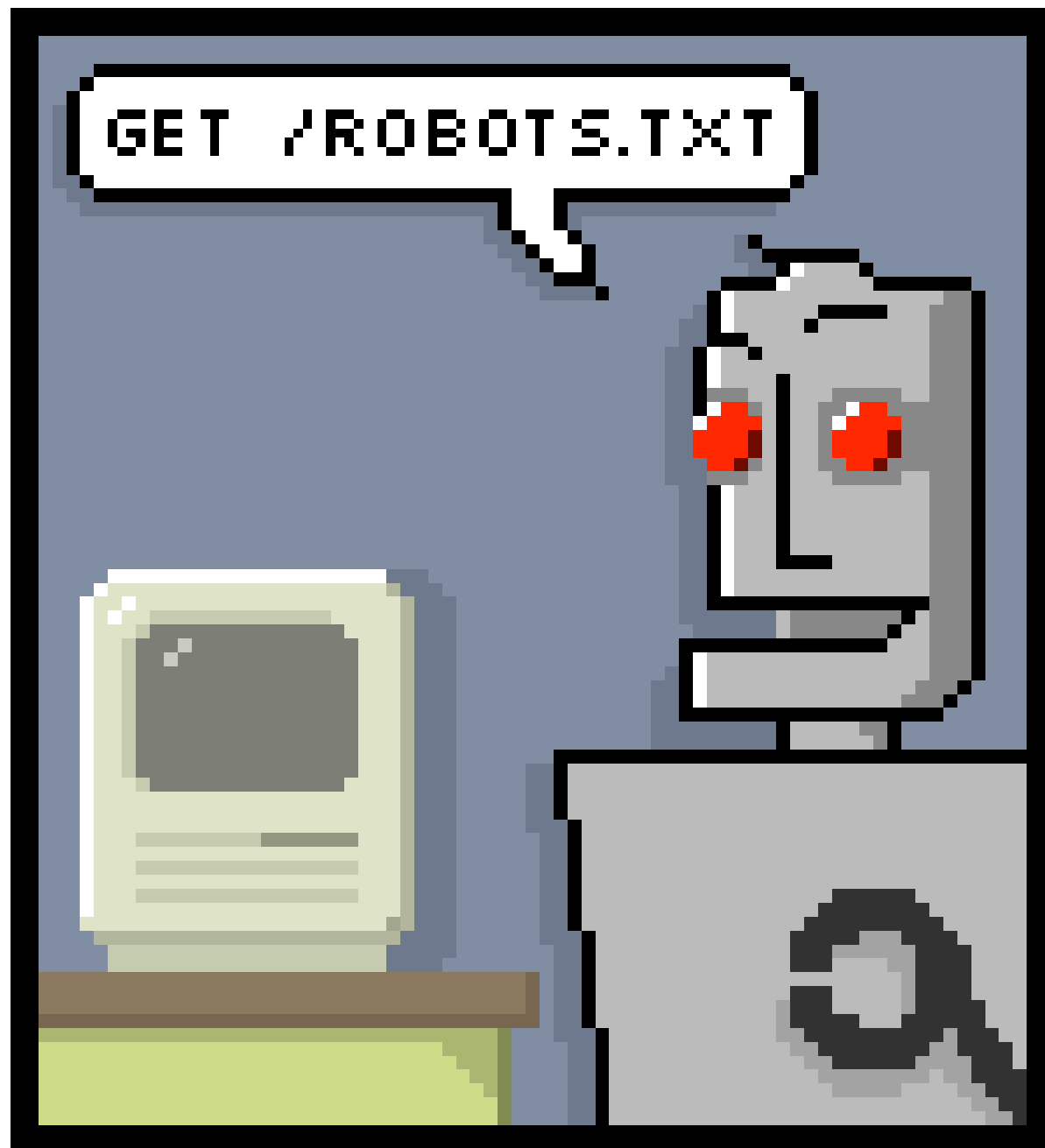
robots.txt

- Searched for by Search Engines in root level of website
- Tells search engines which directories and file types to ignore
- File contains commands like

User-agent: *

Disallow: /

– <http://www.robotstxt.org/>



BIG PROPS TO ROBOTS.TXT FROM CLANGO.ORG

Robots META Tag

- Added to top of each HTML page
 - Only some robots acknowledge this command
 - Command looks like

```
<META NAME="ROBOTS"
CONTENT="NOINDEX,
NOFOLLOW">
```
- <http://www.robotstxt.org/>

Adding a Search Engine to Your Site



sensis.com.au
The search engine for Australians

Google Free Search

[http://www.google.com/
searchcode.html](http://www.google.com/searchcode.html)

Sensis.com.au

[http://www.sensis.com.au/
contact_us_addSearch.do](http://www.sensis.com.au/contact_us_addSearch.do)



MSN Search

<http://beta.search.msn.com/docs/siteowner.aspx>



ht://Dig

<http://www.htdig.com>

Notes and Links

www.nicholaspyers.com/presentations/20051001-searchengines

Next Month's WebDev

Optimizing Graphics

presented by

Peter Stagg

Faculty Webmaster,
Arts Information Technology
Faculty of Arts, Monash University

Macintosh Multimedia

Tuesday, October 11

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