Promotion & Cataloguing

AGCJ 407
Web Authoring in Agricultural Communications

Overview
- Discuss Search Engine types.
- Explore the "top" Search Engines used.
- Review META tag types.
- Discuss Site Optimization techniques.
- Examine Other Tips used in promoting your Web site.

Search Engines
- A primary way to find Web sites
- Two types of engines
  - Crawler Based
  - Human Based
- Great way to market your site

Top Search Engines
- Google
  - http://www.google.com/
  - AllTheWeb.com (FAST)
  - http://www.althweb.com
- Yahoo
  - http://www.yahoo.com
- Ask Jeeves
  - http://www.askjeeves.com
- AltaVista
  - http://www.altavista.com

Top Search Engines (cont)
- Google
  - Top Choice for all Search engines
  - Most Powerful
  - Crawler Based Search Engine
    - http://www.google.com/addurl.html
Top Search Engines (cont)
- AllTheWeb.com (FAST)
  - Crawler-based search engine
  - Powers the primary results for the popular Lycos

Top Search Engines (cont)
- Yahoo
  - Powered by Google
  - Enhances Google's listings with information from its own directory
    - http://docs.yahoo.com/info/suggest/

Top Search Engines (cont)
- Ask Jeeves
  - Human/Crawler Hybrid Search Engine
  - "natural language" search engine
  - Crawler may eventually find your site
  - Submission requires money
    - http://ask.ineedhits.com/

Top Search Engines (cont)
- Alta Vista
  - Oldest crawler-based search engine on the Web
  - Still highly used
    - http://addurl.altavista.com/addurl/new

How will Web users find me?
- Three essential steps:
  - Incorporate tags
  - Search engine registration
  - Register the URL
Taking Advantage of Meta Tags

- Overall, 96% of current Web sites use the common <<Title>> tag
- 30% include <<Keyword>> tags
  - Among sites with Keywords, 25% have tags exceeding the recommended 200-character length.
- 27% include <<Description>> tags

TAG: You've Got a Hit!

- Include “meta-tags” in your Web site
  - TITLE = (enter your Website Title)
  - KEYWORDS = (enter your search criteria)
  - CONTENT = (enter your search criteria)
  - DESCRIPTION = (enter your search criteria)
  - SUBJECT = (enter your search criteria)
- Tags are always “hidden”
- Tags are located in the “HEAD” area

Site Optimization (cont.)

- Meta Tags (Description)
  - Some engines like Google ignores this tag
  - <<HEAD>>
  - <<META name="description" content="Everything you wanted to know about META Tags.">>

Site Optimization (cont.)

- Meta Tags (Keywords)
  - Supported by few crawlers
  - <<HEAD>>
  - <<META name="keywords" content="META Tags, Keywords, Descriptions, How-To, Search Engines">>

Site Optimization

- Act of altering your site so that it may rank well for particular terms in crawler-based search engines
- Pick Your Target Keywords
  - Different keywords to reflect each page
  - At least two or more words
Site Optimization (cont.)
- Position Your Keywords
  - Page's HTML title tag is most important
  - Build titles around the top two or three phrases
  - Target keywords for page headline
  - Appear in the first paragraphs

Site Optimization (cont.)
- Relevant Content
  - HTML text is "visible" (not same color as background)
  - ALT text for graphics helps
  - Expanded text references
    - i.e. cars, sports cars, sport sedans

Site Optimization (cont.)
- Links
  - Every major search engine uses link analysis
  - Crawlers find your site from other related sites.
  - Exchange links with other related sites

Site Optimization (cont.)
- Submit Your Key Pages
  - Submit the top two or three pages that best summarize Web site
  - Search engines will index the other pages from your Web site (link analysis)

Free Search Engine Sign-up
- Post your URL with other engines
  - Yahoo! (65M/day)
  - AOL (53M/day)
  - MSN (45M/month)
  - Lycos (25M/day)
  - GO (22M/month)
  - Excite (19M/month)
  - "Top" engines can only search 1/5th of the total volume found on the Internet
Search Engines?
- Search engines constantly change their search and return algorithms
- No outside source can guarantee a top position
- Different search engines use different criteria for positioning

What do search engines like?
- Keywords
- Accurate Titles
- Concise Content
- Meta Tags
- Short URL's
- Shallow Pages
- Directories

What do search engines hate?
- Spamming
- Hidden Text
- Frames
- All graphic sites
- Tildes

Other Tips
- Don't Spam Search Engines (submitting sites more than once)
- Sites are found through word-of-mouth, traditional advertising, the traditional media, newsgroup postings, web directories and links from other sites

Other Tips (cont.)
- Use free site submission services
  - Submit Express
    - http://submitexpress.com/
  - Add Me
    - http://tools.addme.com/servlet/s0new