

## Optimizing web sites for search engines

- Knowledge base
- Marketing and retailing
- Specialized web searches

- + **Overview: Search engines**
- + **Making Your Site Perform**
- + **Benchmarking and auditing**
- + **Solutions We Offer**
- + **About DPPL (Digital Page Publishers, Ltd.)**

### Overview: Search Engines

There are many kinds of search engines but all depend on obtaining their data by comparable means: spiders, robots, bots and human indexing – and mixtures of all four. Search engines use a variety of devices for “weighting” data – in other words structuring data with reference to typical keyword or phrase requests. Weighting is made by attributing relative values to word repetition, title tags, “alt” tags and remote anchor tags, as well as to HTML description, date and key word meta tags. Weightings are changed frequently and vary a good deal from search engine to search engine.

### Making Your Site Perform

There are NO simple or sure-fire techniques for moving a web site from a lowly position on a search engine up to pole position. Many vendors claim to be able to do this, but none of them accept any responsibility if their site submission technology fails to perform. Of course, if you pay for prominence on Yahoo or MSN you will be visible as an advertiser; however, with the exception of results for the key words you pay for, the results for other key words pertaining to your products and services will not change.

There are a few rules that all sites that strive for maximum visibility in a chosen marketplace should observe:

- 1) A coherent and regularly implemented strategy for applying HTML meta tags to web pages and tags to other files such as Word docs, PDFs and Excel files.
- 2) A properly designed robots.txt file or similar HTML meta tags.
- 3) Regular search engine submissions for new pages or directories on an existing web site.
- 4) Benchmarking search results on popular search engines relative to past performance and the

performance of competitors' sites.

- 5) Auditing phrases and key words collected from your web server's access log files.
- 6) Making sure all directories on a Windows IIS have a default home page.

### **Solutions We Offer**

We begin by identifying the products and services you wish to make known, and the audience to whom you want them to be known. Depending on the current performance of your site we may do some or all of the following:

- 1) analyze existing HTML meta data, headers and robots.txt files and query strings and key words in your access logs.
- 2) spider your site(s) and create a test environment for measuring improvements.
- 3) spider your competitors' sites and assess the search-ability of your site relative to competitors' sites.
- 4) emulate the weightings of the most popular search engines and analyze your results relative to those of your competitors'.
- 5) resubmit your sites to search engines.
- 6) monitor improvements and suggest changes in your HTML meta tag data.
- 7) suggest revisions to your web site's structure to improve its visibility. Create structures for normalizing information among different Internet sites or intranet sites (HTML meta tags, Dublin core, XML).
- 8) purchase advertising or key words and measure results with reference to access log files over a limited period of time to determine the value of the expense.

### **About DPPL (Digital Page Publishers, Ltd.)**

The company was founded in 1994 by Thomas West, Ph.D., as an electronic publishing venture specializing in electronic formats (CD-ROM, Internet, Flash, streaming audio and video and specialized web services such as LDAP servers, Java servers and search engines). The company is based in New York City and has small offices in Brussels and in New Jersey. It has specialized in developing corporate intranets and internets and specialized web services, where complex databases and rich media are required. Over the last seven years, DPPL has developed or co-developed over 150 web sites and ten corporate intranets, including those of the New York Stock Exchange ([www.nyse.com](http://www.nyse.com)), Lloyds of London ([www.Lloyds.com](http://www.Lloyds.com)), British Telecom ([www.bt.com](http://www.bt.com)), the Independent Film Project ([www.ifp.org](http://www.ifp.org)), and Marsh and McLennan Companies ([www.mmc.com](http://www.mmc.com)). Its web site is at [www.dppl.com](http://www.dppl.com). Its hosting facilities are located in Newton, N.J.

**DPPL is part owner of AllCast.com, a developer of patented, rich media peer to peer serving technologies.**