

Search Engine Optimization (SEO) & Positioning

By

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Disclaimer: The data contained herein is solely reading material about what Search and Optimization (SEO) is and whether some common tasks that one has to do to optimize a website. ONTRIX will take no responsibility in any way shape or form if you used any or part of this document for your own or third party website. Please use the document at your own risk "as is."

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INTRODUCTION

Search engines are responsible for 85 to 90% of all website traffic. Unfortunately, generating this kind of traffic is not as simple as some would make it seem. Sure, dozens upon dozens of submission services will submit your site to hundreds upon hundreds of search engines for a super low price. But in the end the bottom line is it all makes little to no difference. Developing an effective search engine optimization and positioning strategy (SEOP) will be the deciding factor in a website's quest to achieving a top ranking search engine position. SEOP and the strategies that accompany it should be designed to give the engines exactly what they want and need in order to efficiently find your site among your competitors and other sites related to your category. Much more than just a matter of adding a few tags that contain important keywords, search engine optimization and positioning is the science of applying creative techniques to an in-depth study of the search engines and directories.

ONTRIX Solutions, Inc. is committed to meeting the SEOP needs of your web site and proposes a campaign plan. Our goal will be to meet your SEOP needs thoroughly and professionally. Included within this proposal is a detailed Scope of Work outlining specific proposed activities and fees for your review. The Scope of Work will include site optimization and allied web promotion & development activities, SE-friendly content writing, and submission and tracking that supports all major search engines and directories. Upon completion, your website's accessibility in terms of top rankings for specific keywords across major search engines will have significantly improved.

WEB SITE ANALYSIS AND RECOMMENDATIONS

1.1 Search Engine (SE)-friendly Content

Your web page can offer far more Search Engine optimized content specifically relating to its category. Spider-Food (SE-friendly content writing); Extensive keyword-rich content will need to be added to individual pages to improve rankings. Search Engine friendly, keyword rich content in line with Meta tags (A special HTML tag that provides information about a Web page) to be implemented as appropriate on the site to achieve higher traffic and rankings. Text has to be added on the home page as well as inner pages.

1.2 Keywords analysis

Our recommendation is use of two or three-word phrases instead of single words, pair general keywords with more specific ones. Also recommended is the use of combination keywords that are mildly related, commonly misspelled related terms, service region specific keywords and long variations of keywords.

1.3 Site Meta tags

Create different Meta tags for each page for optimum search engine ranking results. Although Google does not consider Meta Tags, other search engines consider it such as Yahoo and MSN.

1.4 Page Structure

Most content of a webpage should be text-based as opposed to movie clips, animations, images, and the "html frame tag". The reason is because when the search engines scans your website content it will only understand the textual element of your website. We recommend that if you want your website page structure to be Search Engine friendly then you should use a lot of text based content.

1.5 Web site URL

The main page should be at www.domainname.com and NOT redirected to a different directory. If it must redirect, it should be at the server level. Be sure that the redirect doesn't show up in the lynx browser (You can view pages through a [Lynx viewer here](#)). Generally, it's safer to avoid refreshes and redirects all together. Redirects can also impact your directory listings, because directory editors may want to use the redirected URL as opposed to your root domain. If they do this, it can affect the link popularity of your main page. Redirection to a different directory on the site; e.g., www.designcompanydomain.com redirected to www.designcompanydomain.com/main/default.asp accomplished through a Meta refresh that which looks like this:

```
<META HTTP-EQUIV="REFRESH" CONTENT="0; URL=main/default.asp" >
```

This is just the kind of thing that search engines might consider to be spam due to the abuse of Meta refreshes by porn sites and the like. (They serve up one page to the engines and then redirect it to another page.)

1.6 Scripting

We recommend placing the JavaScript code like mouseovers, etc., in a separate .js file in order to create less code for the search engine spiders to wade through to get to the "meat." Place all your JavaScript into a plain text file. Name the file whatever you want, and use the .js file extension. You will NOT use the tags `<script language="JavaScript" type="text/javascript"></script>` with your external JavaScript file, though.... just the JavaScript.

Link to the JavaScript from your web page like this: `<script language="JavaScript" src="filename.js" type="text/javascript"></script>`

With filename.js being the name of your JavaScript file. Like any other link, make sure you use the correct directory path. The above is if it's in the same directory as the web page."

1.7 Web site directory structure

All web site pages should be as close to the root directory as possible, as pages closer to the root directory are often given more weight with the engines; e.g., `www.domainname.com/page1.htm` as opposed to `www.domainname.com/directory/page1.htm`. [AltaVista](#) mentions this in their FAQ for Webmasters. Pages closer to the root also seem to have higher PageRanks in Google. (This is probably due more to the internal linking structure to those pages, but still it's something to consider.)

1.8 Dynamically generated pages

Ideally, dynamic pages should not have equal signs or question marks and other query strings in them. Query string pages are starting to get indexed by most of the search engines; however we still recommend against their usage. Search Engine Spiders can read ASP PHP CGI etc up to one dynamic character I mean up to one question mark etc.

1.9 Splash page

We recommend against the use of splash page - A site needs to be content rich with carefully placed keyword phrases, especially the main page.

Since splash pages and Flash intros may have very little (or no) HTML text, they are not helpful for search engines and could potentially inhibit indexing. If your main page has little or no text, there's very little content that the crawler will index... which means your site won't rank high when people do searches.

There are also search engines that only index your main page, so if it happens to be a splash page with very little text, your site has little-to-no chance of popping up in any search results. META tags can help for search engines that recognize them, but without rich content, your odds of getting listed at all, much less achieving top rankings, are tremendously reduced.

1.10 JavaScript, image maps, Flash and other multimedia techniques

Provide text-only alternatives for your content that can't be read by search engines (such as JavaScript, image maps, Flash and other multimedia). Include text for image ALT tags.

1.11 Other recommendations:

- Any folder should not have more than 30 files in it
- All images to be in a folder called images
- Page to be named after the top keyword, which is being targeted for that page.
- Targeted keyword should occur 3-4 times in the body, in alt, one image to be renamed after that keyword, with same keyword in alt tag
- Keeping the header clean so that keywords can be found as early as possible in the body
- Use of unique title tag (8-10 words), Meta description (less than 200 characters), Meta keywords (make sure you do include spaces between each keyword) for each page
- The only META tags that you MUST have are the "description" and "keyword" tags
- Use of sitemap is important, and should be linked from each page of the site
- Use of robots.txt file

Remember that each search engine has a different ranking algorithm. This means that one may consider a particular factor to be important whereas another search engine may consider the same factor of no importance whatsoever. Therefore we have listed more general analysis and recommendations above, which work on wide variety of search engines. We cannot provide search engine specific information for your site at the proposal state.

1.12 Directories & Search Engine Status

Free Directories Submissions to DMOZ and other free directories are done but paid directory submissions are not done.

We strongly recommend paid submissions once your site is at least 6 months old or once it starts getting good-targeted traffic.

Maintenance and Follow-up

We will create a series of descriptions and titles based on the client's key phrase list, this will ensure solid placement within these locations once established.

Monthly Ranking Reports:

We will provide a ranking report, which summarizes the following items:

- The site URL
- Rank achieved
- Search engine

To better understand the attention to detail provided in the promotional strategy, it is helpful for you to understand the process. During the course of the promotional campaign, we update you with an email on the progress of your campaign.

Will also include the following tasks:

- Modifying, editing, eliminating, and augmenting your suggested keywords, taking advantage of the best use of keywords to direct searches to your website.
- writing different site descriptions, complete with character and word counts, to allow us to submit the maximum entry that an engine allows.
- writing descriptive site titles of varying length, one of the most important elements of effective promotion, to maximize the space allotted in these fields.
- Modification of the site pages HTML to include Meta Tags, revised Site Title and Alt Statements with site images where applicable.

SEARCH ENGINE OPTIMIZATION TASKS

Benchmark current traffic and search engine positioning

Analyze current traffic trends through log analysis software. If not feasible, the web site will have to install any industry standard server log analyzing software, which is usually provided with your web hosting.

Create Baseline Search engine visibility index.

Analyze search engine positioning before submission. Objective here is to carry out a thorough study on current search engine positions and current effective keywords/ key phrases where the web site has achieved consistent, respectable rankings across submitted-to search engines.

Collection of new Keywords & Analysis

Analyze popular keywords in category across major search engines. Study top 20 position holders in major search engines.

Create versions of Meta tags and keywords for different search engines

Create site-wide Meta tags according to requirement and specifications of different search engines and directories.

Optimize the pages for search engines (Site Re-engineering)

Site re engineering to optimize the entire site with site content/navigation with appropriate keyword weight age.

Submission Cycle

Methodical hand submission to google adhering to their submission cycles.

Reports

Monthly reports.

Link popularity building campaign

To achieve high [PageRank](#) (link popularity. Both One way and Reciprocal.) 10-15 links per month.

Appendix A: Company Profile

ONTRIX is a media company that offers the full set of services that are critical for any business that wants to use the web as a tool to put their business ***On Track***. We have over 100 active clients and have been in business since 2003. Our local presence works well to serve businesses from Santa Barbara to Orange County

Our services include:

Creative Website Design and Development

Online Marketing

Ecommerce solutions

Website hosting

For more information please visit www.ontrix.com