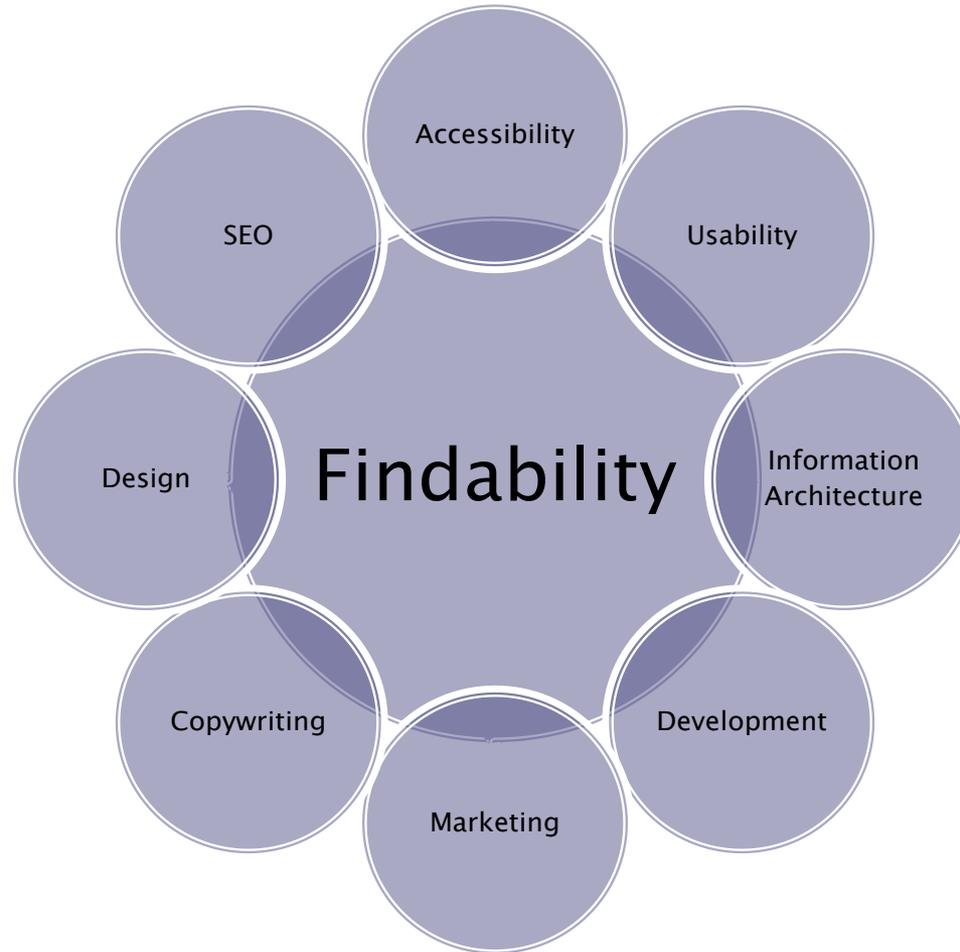


Defined

- ▶ Findability is the broader discipline that unites all strategies to help your audience find what they seek. – Aarron Walters, *Building Findable Websites*

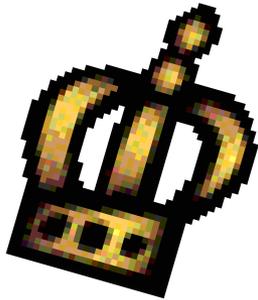
Major disciplines of the web



SEO

- ▶ Search Engine Optimization is the process of improving the traffic to your website through search engines. a.k.a. “organic traffic”

Top search engines



* Search.MSN.com 302 redirects to Live.com

Google	Yahoo!	MSN/Live	Ask	Total
72.11%	17.52%	5.55%	3.47%	98.65%

Top Search Engines for 2009

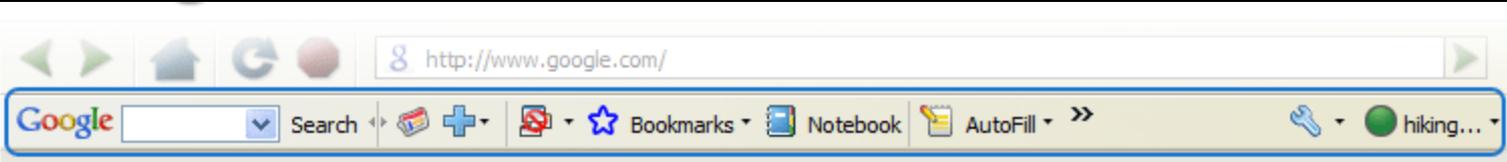
http://www.hitwise.com/press-center/press_releases/index.us.2009.php

SEO: The Goal

- ▶ Reach our target market – or make it easy for them to reach us
 - High page rank 1–10 scale,
 - 6 = very common (SBU)
 - 7–8 range is better
 - MSN = 8
 - Google = 10
 - On the first page of results
 - Within “golden triangle” on search results page

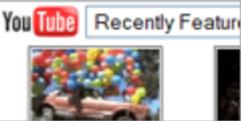
SEO: Google Toolbar

- The Google Toolbar will display the **page rank** of each page you visit, including your own.
- <http://toolbar.google.com/>



Add gadgets to your Toolbar 

Custom buttons now support universal Google Gadgets. Select from the featured ones below or click the  icon in your Toolbar.

<p>YouTube</p>  <p>Add it now</p>	<p>Google Maps</p>  <p>Add it now</p>	<p>Google Product Search</p>  <p>Add it now</p>
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SEO: The Golden Triangle

The joint study conducted by search marketing firms Enquiro and Did-it and eye tracking firm Eyetools examined the eye movements of users viewing Google search result pages.

SEO: The Golden Triangle

Web Images Groups News Local More

Results 1 - 10 of about 676,000 for "digital camera" cheapest (0.36 seconds)

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Techbargain.com

www.techbargain.com

Vivitar Digital Camera - UK

Yakumo Digital Camera - Cheapest digital cameras

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Cheapest Digital Cameras and the Fuji S3

Cheapest colour LCD digital camera

Cheapest colour LCD digital camera

Dealslist - Cheapest computer and digital cameras deals

Cheapest digital camera

SEO: Getting Listed on Google

- ▶ Organic traffic –Search Engine Optimization
- ▶ Sponsored links
- ▶ Submit URL
 - <http://www.google.com/addurl/?continue=/addurl>

Social networking sites



Markup Strategies

Title tags

- Your pages should be titled from specific to general. For example:
 - `<Title>Women's Tennis at Southwest Baptist University</Title>`
 - Site index

Limit dynamically generated pages

- Google limits the number of dynamic pages they index. Their web crawler can sometimes crash sites with dynamic content.
- Use friendly URLs with `mod_rewrite` or something similar.

Semantic Markup

- Using tags that communicate the hierarchy of the information on your page.

Markup Strategies

Meta Tags

- Use meaningful meta tags for descriptions.
 - `<meta name="Description" content="SBU's College Credit Through Correspondence(CCTC) program is designed for the individual who wants to study out-of-class, at his or her own pace. There are a variety of print and web-based self-paced courses available. " />`

Markup Strategies

- ▶ Keep presentation (CSS) and behavior (JavaScript) external so search engines aren't required to download them when indexing your pages.
- ▶ Use `` to markup keywords in select areas of your page where appropriate in order to emphasize their importance to search engines.
- ▶ Image Replacement Techniques assign the `<h1>` tag to the logo.
- ▶ Robots.txt
- ▶ Use microformats to indicate contact, events, etc. to make the information more portable.

Microformats

- ▶ Standardized methods for marking up common content using simple, semantic HTML and CSS class names so machines can read and understand data.
- ▶ Firefox add-on “Operator” will allow you to send data to your Google calendar.

Microformats

file edit view history bookmarks tools help

http://www.sbuniv.edu/cosm/BIO/Faculty/CraigEndres.htm

Contacts (1) Events Locations Tagspaces Bookmarks Resources

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Southwest Baptist University

BOLIVAR, MISSOURI

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SBU > College of Science and Mathematics > Biology > Faculty

Craig S. Endres

Craig S. Endres , Ph.D.
Professor of Biology
Southwest Baptist University
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Wheeler Science Center 114E
Bolivar, MO 65613
(417) 328-1743 | cendres@SBUniv.edu
[Add to Address Book](#)

Courses Taught: Principles of Biology, General Botany, Ecology, Plant Taxonomy, Environmental Biology, Plant Physiology

Why do you enjoy teaching at SBU? "The students are great! I enjoy getting to know students and helping them to understand and appreciate biology. I hope to convey that the

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VIRTUAL TOUR
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Microformats: HTML

```
<div id="hcard-Craig-Endres" class="vcard">
<div class="fn"><strong>Craig S. Endres , Ph.D.</strong></div>
<div class="photo"></div>
<div class="title">Professor of Biology</div>
<div class="org">Southwest Baptist University</div>
<div class="adr">
    <span class="type">Work</span>
    <span class="street-address">1600 University Avenue</span>,<br /> Wheeler
Science Center 114E <br />
    <span class="locality">Bolivar</span>,<br />
    <span class="region" title="Missouri">MO</span>
    <span class="postal-code">65613</span>
</div>
<div class="tel">
    <span class="type">Work</span>
    <span class="value">(417) 328-1743</span> |
    <span class="email"><a
href="mailto:cendres@SBUUniv.edu">cendres@SBUUniv.edu</a></span> <br /> <a
href="http://technorati.com/contacts/http://www.sbuniv.edu/cosm/BIO/Faculty/CraigEndres.htm"
class="hcard-icon"/>Add to Address Book</a><br />
</div>
</div>
```

Microformats: CSS

```
.vcard {  
  padding: 10px;  
  border: 1px solid #dde;  
  width: 350px;  
  background: #f2f2f2;  
}  
.fn {  
  margin: 0 0 .1em; font-weight: bold;  
}  
.hcard-icon {background:url(images/socialicons/micro-hcard.gif)  
  no-repeat right; padding-right:33px; text-align:right; font-  
  size:.8em; display:block; margin-top: .8em;}  
  
span.type {display:none;}  
.photo {display:none;}
```

Other Google Tools

- ▶ Blogger
- ▶ Google Analytics
- ▶ Google Site Map
- ▶ Google Search
- ▶ Google Calendar
- ▶ Google Maps
- ▶ Goog411

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baptist university

Search

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Web

Results 1 - 10 of about 3,990,000 for [baptist university](#). (0.09 seconds)

[Hong Kong Baptist University](#)

Four-year international **Baptist** institution with three campuses in Hong Kong as well as distance programs.

www.hkbu.edu.hk/ - 5k - Apr 2, 2005 - [Cached](#) - [Similar pages](#)

[Dallas Baptist University](#)

Located in southeast Dallas, the **university** seeks to provide Christ-centered quality higher education in the arts, sciences, and professional studies at ...

www.dbu.edu/ - 28k - Apr 2, 2005 - [Cached](#) - [Similar pages](#)

[California Baptist University - Home](#)

With outstanding academic programs and faculty of committed Christian scholars; California **Baptist University** can transform the whole way you see the world ...

www.calbaptist.edu/ - 10k - Apr 2, 2005 - [Cached](#) - [Similar pages](#)

[Houston Baptist University](#)

A coeducational Texas **Baptist** institution with an enrollment of approximately 2300 students including graduate and undergraduate students.

www.hbu.edu/ - 9k - Apr 2, 2005 - [Cached](#) - [Similar pages](#)

[Ouachita Baptist University](#)

Ouachita **Baptist University** is a church-related, liberal arts **university** whose aims are to meet the educational needs of students and to prepare them for ...

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[Oklahoma Baptist University](#)

Southern **Baptist** affiliated college located in Shawnee, Oklahoma.

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www.christian-colleges.com

[Why not change the world?](#)

Find your place to shine at Oklahoma **Baptist University**
www.okbu.edu

[California Baptist Univ](#)

Win a \$10,000 Scholarship for California **Baptist Univ**
www.10000scholarship.com

[Christian-Edited Movies](#)

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ChristianEditedMovies.com/Free

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[Houston Baptist University](#)
A coeducational Texas **Baptist** institution with an enrollment of approximately 2300 students including graduate and undergraduate students.
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[Southwest Baptist University](#)
Southwest **Baptist University** is located in Bolivar, Missouri. Southwest **Baptist University** is a Christ-centered, caring academic community preparing ...
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[California Baptist University - Riverside, San Bernardino ...](#)
With outstanding academic programs and faculty of committed Christian scholars, California **Baptist University** can transform the whole way you see the world, ...
www.calbaptist.edu/ - 30k - [Cached](#) - [Similar pages](#)

[Dallas Baptist University](#)
DBU is a christian **university** located in Dallas, Texas. With approximately 5000 undergraduate and graduate students, DBU offers outstanding Christ-centered ...
www.dbu.edu/ - 27k - [Cached](#) - [Similar pages](#)

[Wayland Baptist University](#)
A coeducational, multipurpose, Southern **Baptist** affiliated **university** located in Plainview. Enrollment of about 4000.
www.wbu.edu/ - 20k - [Cached](#) - [Similar pages](#)

[Missouri Baptist University](#)
Missouri **Baptist University** is a liberal arts Christian **university** located in St . Louis, MO offering undergraduate and graduate programs of study.
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Results 1 - 10 of about

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[California Baptist University - Riverside, San Bernardino ...](#)

California **Baptist University** believes each person has been created for a purpose. CBU strives to help students understand and engage this purpose by ...

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[HBU - Houston Baptist University](#)

Houston **Baptist University** is a Christian liberal arts **university** dedicated to the development of the intellect, the moral character, and the spiritual ...

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[Dallas Baptist University](#)

DBU is a christian **university** located in Dallas, Texas. With approximately 5000 undergraduate and graduate students, DBU offers outstanding Christ-centered ...

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[Wayland Baptist University](#)

A coeducational, multipurpose, Southern **Baptist** affiliated **university** located in Plainview. Enrollment of about 4000.

www.wbu.edu/ - 21k - [Cached](#) - [Similar pages](#)

[Oklahoma Baptist University](#)

Contains information concerning admissions, degree programs, athletics, graduate studies and

Questions?

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Southwest Baptist University
slbrown@sbuniv.edu