

## Getting Googled

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All of this presentation is on my website  
[www.urbanfox.tv/seminar](http://www.urbanfox.tv/seminar)

## Popularity Contest

- How popular is your site?
- Site stats <http://www.bigtracker.com/>
- Hosts usually offer site stats too.

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## PageRank

- Named after Larry Page - co founder of Google (with Sergey Brin)
- It's a sort of Google popularity rating based on over 100 factors
- <http://www.pagerank.net/pagerank-checker/>

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## How do they rank a page?

- Google was issued a patent on 31st March 2005 which describes how a search engine might rank documents.
- <http://tinyurl.com/5fpfj>
- Publication No 20050071741

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## Algorithm?

- We don't know which criteria Google use and...
- We do not know their weighting
- But there is plenty you can do to improve your ranking...

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## Who Are You?

Submit to....

- One search engine - Google
- Two directories - Yahoo and Dmoz

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## Addurl.html

- [www.google.com/addurl/?continue=/addurl](http://www.google.com/addurl/?continue=/addurl)
- <http://dmoz.org/help/submit.html>
- <http://submit.search.yahoo.com/free/request>

<http://www.bruceclay.com/searchenginerelationshipchart.htm>

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## Now Wait A Minute

- Can take 24 hours or 8 weeks
- Don't over submit...
- So, before Googlebot visits...

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## It's not personal - it's business

- Google likes - consistent and relevant content to your site topic...
- Websites are marketing tools for business
- Keep hobbies separate - on another site

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## Content Is King

- One page is not enough <http://www.ianbarnes.co.uk>
- What are the most common keywords people will use to find you?
- Put keywords in...
  - Headings
  - Body text
  - Bigger font size, bold, italics.

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## Spread it around a bit

- Your home page won't necessarily be your most popular ([www.bigtracker.com](http://www.bigtracker.com))
- So, have important keywords on several pages

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## Don't hide words

Google does not like hidden words

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

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## Be Inconsistent!

- Digital Betacam DVW-970
- Digi Beta DVW 970
- Digi-Beta DVW970
- DigiBeta

<http://tinyurl.com/d6de8>

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## Spell Inn

- Be professional - cheque you're content four spelling miss takes.
- Do use common spelling mistakes in your meta tags.....
  - Cameraman <http://tinyurl.com/d6de8>
  - Camraman
  - Camaraman

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## Meta Data

- Google ignores meta data - but many search engines still use them.

■ <http://www.essex.ac.uk/wag/guides/metadata.htm>

- Title
- Keywords
- Description
- Image Alt tags

[http://www.searchengineoptimising.com/metatag\\_analyser/index.htm](http://www.searchengineoptimising.com/metatag_analyser/index.htm)

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## Good Net Citizen

- Outward bound links
  - From you to other sites
- Must be to relevant sites
- Anchor text
- Don't forget internal links

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## Make Friends

Plenty of inbound links from...

- “trusted sites”
- other high rankers (GTC PageRank 6/10)
- <http://www.pagerank.net/link-popularity-checker/>
- Don't use link farms

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## Tell Me More

- Add interesting content
- Eg Info on a shoot you've done
- Add useful content
- [www.ingenioustv.co.uk](http://www.ingenioustv.co.uk)
- [www.hd24.com](http://www.hd24.com)

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## Stale or Stalwart

- How long has the domain existed?  
<http://www.coolwhois.com>
- How often do you add new pages?
- Do you refresh the information...regularly?

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## Birds of a Feather

- Who hosts your site?
- Well regarded host?
- Who else do they host?

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## Un-readable

- Many search engines don't like frames
- Flash animation is unreadable
- Text in images may as well be invisible
- But, useful for email addresses  
<http://www.urbanfox.tv/housekeeping/contact.htm>

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## Industrial Espionage

- Who ranks higher than you?
- What have they got that you haven't?
- [www.pagerank.net/link-popularity-checker/](http://www.pagerank.net/link-popularity-checker/)

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## Be patient

- With good inbound links - 24 hours
- But, could be up to eight weeks.

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Good luck with your rankings

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