

# How to be Search Engine Friendly ☺

A white paper by Blake Newman, inQbation™  
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## Overview

As we discovered in my white paper, [SEO/SEM in a Nutshell](#), search engines exist to help manage and organize massive amounts of information accessible over the Internet.

There are many things that you can do to either help or hurt the search performance. You can make your website inviting or you can hang the

equivalent of a KEEP OUT sign on the front page.

Assuming that you want [Google](#)™ to come visit you, index your content, and rank your website in its search engine results page (SERP) then you might want to take the following steps:

1. Deploy Search Engine Friendly (SEF) technology
2. Practice Search Engine Friendly methods (Best Practices: SEO)
3. Organize your content by topic
4. Provide valuable, unique, relevant content
5. Use the language of your intended audience

## Deploy Search Engine Friendly (SEF) technology

### NOT Search engine friendly

1. **Flash**
2. **Pull-down JavaScript menus**
3. **Framesets**

### Search engine friendly

1. **Validated HTML and XHTML code**
2. **Cascading Style Sheets (CSS)**
3. **[WordPress](#) blog software**

## Practice Search Engine Friendly Methods

In addition to selecting and deploying the right technology, you should practice good search engine friendly best methods (SEO Best Practices):

1. Concentrate on only one major topic per page
2. Provide unique, descriptive TITLE tags for each page
3. Use tables only to display tabular data, not to structure your web pages
4. Use H1, H2 header tags to define page content and sub paragraphs
5. Avoid using GIF images to display special fonts
6. Make generous use of Hyperlinks within and throughout your site
7. Use ALT tags to describe images

## Organize Content by Topic

Just like a text book, which helps to organize information, your website should also have a table of contents.

In technical terms, the home page of your website is called the index page. It is called an index for a reason.

The index page should allow a website visitor to quickly find exactly the information they are seeking in the most efficient manner. You need to organize the pages of your website in a manner that makes sense, and is intuitive and logical.



[MyVBA.com](http://MyVBA.com) – Online calendar management, booking agent, and e-commerce for service providers

Take a look at [MyVBA.com](http://MyVBA.com), for example\*. The home (index) page features the following primary pages of content:

- Who (About, about us, who we are)
- What (Services, what do we do, what do we sell, products)
- How (How does it work, how do I get started, how do I do)
- Why (Benefits, features, savings)
- Where (Where do I buy, Store locator, What is the business located)

When you drill down by topic, you should provide additional levels of organization so that information continues to be grouped in an obvious and intuitive manner.

\*[MyVBA](http://MyVBA.com) could enjoy greater SEO if it did not use Flash for the navigation bar.

## Provide valuable, relevant, unique content

From time to time, search engines will tweak their algorithms. A few years ago, [Google](#)<sup>™</sup> placed a significant amount of importance on hyperlinks pointing into a website as a measure of a particular domain's importance or popularity across the Internet. Once [Google](#)<sup>™</sup> discovered that people were exploiting this algorithmic rule, they changed deemphasized the importance

of inbound links, link farms, and directories.

Other variables that [Google](#)<sup>™</sup> sometimes considers are visitors' time on site, bounce rate, time to load, latent semantic indexing, and code to content ratio. But in the end, what matters most to [Google](#)<sup>™</sup> is unique, relevant content.



*In the end, content is and will always be king.*

## Frequent Content Development

If you want your website to be indexed across all of the search engines and rank higher on the search engine results page (SERP) for specific keyword phrases then you should focus a significant amount of time, effort, and resources on content development.

The more frequently your content is updated, the more often [Google](#)<sup>™</sup> will

come back and index it for new material.

So, create a blog and update it frequently. Establish a community forum and encourage your website visitors to contribute. Keep track of and report news within your industry. Review and write about products and services that would be valuable and of interest to your readers.

## Use the language of your intended audience



Figure 1 Certified Automotive Technician or Mechanic?

You may consider yourself a certified automotive technician while your clients simply know you as a mechanic. It is important to understand the difference.

So, it is critical that when you prepare content for your website that you include both the terms, "Certified Automotive Technician," as well as, "mechanic." Moreover, the more paragraph subheadings you have and bullet lists and links that include those laymen's terms, "mechanic," the better you will be found online.

And, if you specialize in classic Cadillacs or in a geographic region, then you need to make that clear in your language as well. Not only are you a, "Los Angeles mechanic," but in addition, you are a, "Los Angeles mechanic specializing in classic Cadillacs". Be sure to be as specific as possible in order to get found by the people who are desperately seeking you, your products, and your services.

It is these, "long tail keywords," that offer the highest "conversion rates" of website visitors into loyal clients and customers.

## About the author



Blake Newman is the founder of [inQbation](http://www.inQbation.com)<sup>TM</sup>, a website design company that specializes in start-ups and emerging businesses. [inQbation](http://www.inQbation.com)<sup>TM</sup> is on the leading edge of online marketing and web development. It seeks to help professionals and businesses catapult their organizations to new heights by delivering brilliant website strategies, world-class website designs, search engine friendly content management systems, and successful business models.

Newman has a BS degree in Business, MS degree in Information Systems and over a decade in online marketing experiences. He is a veteran of 4 successful startups and leads a global coalition of web developers. His mantra is professionals empowering professionals and he leads by innovation, ideas, and inspiration.

Newman proactively contributes to the prosperity and independence of developing companies, people, businesses, and nations. You can visit Blake Newman and his company at [www.inQbation.com](http://www.inQbation.com).

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