

### **Three main goals in creating your web page:**

1. Provide information regarding your expertise, skills, and services to potential clients, i.e., a client can look at your web page and understand exactly what you offer.
2. Attract spiders from as many search engines as possible, by creating targeted, keyword-rich content including words/phrases that potential clients would type in a search engine to find you.
3. Getting the web page indexed by search engines in a reasonable time period.

### **Background on search engines**

All crawler-based search engines have the same basic parts (the crawler or spider, the index, and the search engine software), but there are differences in how these parts are tuned. That is why the same search on different search engines often produces different results. Search engines do not guarantee that a particular web site or even every web page in a web site will be indexed or how soon. Search engine guidelines such as Google's Webmaster Guidelines provide documentation on how to create web sites and associated web pages that are "search engine friendly", thereby further increasing the likelihood of a web site or web page being indexed in a timely manner.

Crawling by a search spider is how Googlebot (Google's spider) discovers new and updated pages to be added to the Google index. The crawl process begins with a list of web page URLs, generated from previous crawl processes. As Googlebot visits a website, it detects links on each page and adds them to its list of pages to crawl. New sites, changes to existing sites, and dead links are noted and used to update the Google index. Google does provide the caveat that it doesn't crawl all the pages on the web, and doesn't index all the pages it crawls.

Once your web page is placed on the CCN web site, it may take Google and other search engines a few weeks or more to index your web page. How long it takes to index a web page depends on various factors. So what can help a web page get indexed in a reasonable time frame?

### **Tips on creating a web page so that both clients and search engines can find you.**

- 1. The single most important thing to do is to provide high-quality content on your web page.**
  - a. Include complete sentences and well structured paragraphs sufficient to describe what you want to present to a potential client.
  - b. Use text (bullets, for example, are fine) instead of images to display names, content, or links. For example, the Google search engine crawler does not recognize text contained in images.
- 2. Find out and use keyword phrases/search terms people are actually entering into a search engine that describe your areas of expertise and services.**

a. Attempt to choose a phrase that is used a lot for searching but for which the number of competitive pages is smaller. The web page needs to include exactly those keyword phrases/search terms within the content.

b. Don't just list keywords aimed at search engines. Pages can be penalized by search engines if only lists of words are detected

### **3. Have high-quality web sites link to your web page.**

a. If relevant and related to your areas of expertise, have high-quality inbound web sites links to your page. The quality of the web links is important, NOT the quantity.

b. Search engine algorithms can distinguish natural/organic links from unnatural (specifically placed to make a site/page look popular to search engines) links. Only natural links are useful for the indexing and ranking of the site/page. Don't even think about using a link farm, they are heavily penalized and may even cause your page to be dropped from the index.

### **4. Keep your web page current.**

Make changes to your web page as needed to keep it updated for clients, which also helps keep it indexed for search engines. If a web page remains static and out of date over a long period of time (years), the page could be dropped from the index.

### **5. The rules for search engines are not so different from the rules for good web page layout and design.**

a. Keep it simple, relevant and have quality content.

b. Generally put your key information near the top of the page and make sure it covers the material that you think your clients are interested in.

**6. Web presence.** Having a "web presence" also helps to get your web page indexed in a reasonable time frame. Your web presence is enhanced through your CCN web page in combination with other professional web site links, such as professional organizations, links to publications, talks, etc. Based on past observations, if there is a good amount of related professional information on the web for an individual, in combination with unique or specific web page content, generally (there are no guarantees) your web page will be indexed in a few weeks, sometimes sooner.

### **7. Finally, remember:**

a. The most common reason that a web page is not indexed is because it's just too new.

b. It takes time to create a web presence.

c. There is no guarantee that your web page will be indexed right away, but the more your web page complies with the recommended guidelines, the greater the chance the web page will be indexed in a timely manner.

d. And most important, the content on your web page should be rich, relevant, of high quality and focused on presenting your areas of expertise and your services to potential clients.