

SEVEN Web site Tips to Attract Search engine Crawlers.

By Radhika Venkata

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By Radhika Venkata (c) 2003.

Search engine positioning is most important online quest both for beginners and professionals. Why? 85% of internet people relay on search engines to find something they want.

The fact is that we can't live with out search engines. It is so easy for us to find what we want on internet. According to netcraft.com (2002) there are approximately 38,118,962 web sites. So imagine if we don't have search engines to find things for us.

But to get indexed in search engines especially staying on first 5 search engine results pages requires a continous process of web site optimization. Here are some tips that are useful to make the search engines find your web pages:

1. Search engine crawlers love content web pages:

Always put some text with your main keywords. Say you are offering search engine optimization service. See the difference between these two lines:

"Our service comes with 24/7 support"

"Our search engine optimization service comes with 24/7 support".

Get the point? But repeating the same word unnecessarily may not be good.

2. Text in images can not read by search engines:

Image only pages usually get poor ranking. Try to cut down the

number of images. If you want to put images put them on web pages with content and 'ALT' tabs.

3. Links from already indexed web site:

Most important tip is keep a link to your new web site from a web site that already listed in search engines. Search engine crwalers goes from page to page through these links finding new web sites.

4. Links between page to page of same web site:

Search engine crawlers move from one web page to other through the navigational links. So don't forget to keep links to your main pages from all pages. That means all important pages of your web site are reachable from each other.

5. Text Links:

Try to keep text links instead of a button or image pointing to a web page.

6. Javascript on your web pages:

Minimize javascript effects and search engine crawler doesn't get the content in between script.../script tags if you use the javascripts to include content on web pages.

7. URL of pages:

Search engines don't crawl pages with special characters and generated dynamically by cgi scripts. So try to avoid to present your web pages as cgi generated pages.

For example some sites use urls like this:

<http://www.domain.com/cgi-bin/content.cgi?contact.htm>

Avoid these type of urls.

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