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Search Engine Optimisation

A Management Overview

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1. EXECUTIVE SUMMARY

Nine years ago, when the web first emerged as a commercial entity, there was little need for the complicated search algorithms that power today's search engines.

But the phenomenal growth of web content and websites resulted in a need to provide consumers with a quick and efficient way of navigating the web to find relevant information.

Without the considerable development of search engine technology the web would have drowned under the sea of over 12 billion pages!

As search engine technology advances so does the field of search engine optimisation which helps get a web site found and listed on the major search engines. If pages are not structured in a search engine friendly manner visitors may never find the web site. However companies who do optimise find a major increase in site traffic and a subsequent rise in web generated leads and business.

Independent research shows that over 85% of people searching for products and services do so via one of the major search engines.

Understanding how people use search engines is important. Ranking anywhere beyond the top ten or twenty listings can bring virtually no results. This is because most people simply do not go beyond the first two pages of listings.

Users are more adept at using search engines and the engines have become more adept at delivering relevant results. Users have learned that typing general phrases or concepts into search engines will result in thousands of results that do not have much to do with what they are looking for. Likewise using phrases that are more specific to what they are looking for will result in more relevant and specific results.

Two observations can be made:

People using more specific phrases *know what they are looking for* and in a commercial setting they are more likely to be in a "buying mode".

People that are using more specific phrases are likely to be more experienced and as a result more comfortable on line, and more likely to buy online.

In most business sectors Search Engine Marketing is the most powerful strategy for gaining new customers online. Nowhere else can you promote your business and compete with less than 15% of your competition. (source **Butler Group 2005**)

This white paper explains how search engines work and some of the optimisation techniques that are used to achieve high search engine visibility.

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3. SEARCH ENGINES

3.1 What is a search engine?

There are two main types of search facility on the web. These are:

- Directories such as Yahoo and LookSmart where a human being physically looks at a web site and decides if and where your site should be listed
- Search Engines which use automated programs known as 'spiders' to 'crawl' the Web looking for pages to list

In both types of search facility the aim is allow surfers to use their search and serve them with the most accurate pages which will show the best information about the subject or topic the searcher is looking for.

Search engine optimisation is the art of preparing a web site and pages to be as attractive as possible to search engines, while keeping your web site attractive and easy to use for the average surfer.

SEO is designing, writing, coding and maintaining your website so that there is a good chance that your web pages will appear at the top of search engine enquiries for your selected keywords and key phrases.

As the Web continues to grow, search engines like Yahoo, MSN and Google help millions of people daily find specific information quickly and accurately. Search for a keyword or phrase on your favourite search engine and within seconds the engine will search all the pages in its database to find relevant results.

Without search engines you would need to know the exact URL of every site you wanted to visit, or follow links from one site to the next until you found what you were looking for. Search engines help you navigate the web quickly and offer an efficient way to find information. Search engines work by sending out spiders or crawlers to find as many web pages as possible. The spider documents everything it can about your web pages. It looks to see how many other web pages link to you and what pages you link to.

85% of all searches online are done via search engines. A well optimised website can provide huge volumes of traffic and resulting sales leads.

When you make changes to your web pages, or other web pages link to yours, crawler-based search engines note these changes. These changes can

affect how your pages are listed in the engines but can, on occasion, take months to come into play.

Next a program called an indexer reads these pages and builds an index based on the words found in each document. All the data processed by the indexer is stored in a database. Page titles, body copy, keyword density, and many other areas are all taken into account. Each search engine has its own unique algorithm to create its index; the exact workings of these proprietary algorithms are a closely guarded secret. Ideally, the algorithm should return only relevant focused results for each query.

From the database the search software extracts relevant web pages based on the search query entered by the user.

Search engine robots, sometimes called "spiders", "bots" or "crawlers", are programs used by search engines to explore the web, seeking out new pages and checking/updating the content of known pages. The information that a search engine uses to rank your pages and every other page it holds in its database was found by these spiders prior to being indexed and added to the database.

There are four reasons a robot might visit your pages:

1. You submitted the URL to the search engine
2. The engine knows about your pages and is checking to see if the content has changed
3. The robot has followed an internal link to a new page you have recently uploaded
4. The robot has followed an external link from another site that links to you

Robots don't understand or have difficulty understanding:

- Frames
- Flash
- Invalid Code
- JavaScript
- Image Maps
- Dynamically Generated URL's

- JavaScript Navigation

When a robot arrives at your website the first thing it does is to check your robots.txt file if you have one. This file is used to inform robots about pages or directories that you don't want indexed, these may be directories containing legacy pages or printer friendly pages. A robot gathers as much information as it can about a page before following any links through to other pages.

3.2 What is a Search Engine Indexer?

After a search engine spider or robot has found, downloaded and stored the page another program, called an indexer, processes the page using its own proprietary algorithm.

A search engine indexer will divide the page up into its various components removing all the HTML tags and store links in a queue. The contents of the Meta keyword tag, description tag, titles, headings, links, body copy, bold, and italic are analysed. Some indexers compress the page and the optimised page is stored in an online searchable database.

The indexer uses a complex mathematical formula or algorithm to analyse and weight key areas of a page. Every indexer uses a unique algorithm and these algorithms are constantly being modified and improved by the search engines to avoid misuse and to ensure that the most relevant pages get better rankings.

Because of the unique nature of these algorithms a page 1 listing in Lycos does not guarantee a similar listing in Google or any other search engine.

3.3 Avoid the pitfalls

Highly sophisticated methods have been developed by the search engines in order to ensure the accuracy of their results and each engine jealously guards its own formulae known as 'algorithms'.

However, all use the principle of having the search engine read the HTML code and text on a web page and then giving it a 'score' which is then matched against the hundreds or thousands of other pages which may also be appropriate when a search is made.

The page with the highest score comes top and then works down, the search engine putting the pages it regards as the most relevant in their first 2 or 3 pages of listings.

However, because many commercial sites want those coveted top spots to attract visitors many methods have been designed to fool the search facilities.

Be warned - search engine technology looks for most 'tricks' and if your site is found to be using them it is likely to be banned from being listed by one or more search portal!

According to AltaVista and Inktomi over 95% of ALL submissions are worthless 'spam' attempts and search engines want to root them out!

Although getting your site reinstated is possible, it is a time consuming and difficult process as the search engine will not tell you directly what you have done wrong. You have to work it out yourself. So it is best to avoid any methods that could get your own site excluded.

Tricks that can get you excluded include repeating words over and over in tiny or invisible text, filling Meta tags with irrelevant terms, using competitor's names or trademarks and any other method of keyword 'stuffing'.

Although meta tags are often ignored, search engines are aware that so-called 'experts' fill them with words to attract surfers so many now check to see if the words listed are actually on the web page, if they are not then you could be downgraded or banned for spamming.

Don't downgrade your score by using lots of JavaScript, Frames, Flash, Dynamic Pages, lots of graphics or having a large, over 40K, or slow loading page. Even though this is not spamming, the page has been designed for humans and not for listing robots. So regardless of how pretty it may be, remember search engines are not art critics - they analyze the words on the page and see how they score against other pages content - not compare how good they look.

4. KEYWORD AND COPYWRITING

4.1 What are keywords and key phrases?

Keywords and key phrases are the most important areas to be considered in any search engine optimization exercise. Correct keyword selection and usage will greatly influence the success of your website.

Every effective search engine optimisation strategy is based around keywords, if you don't choose the right keywords, your strategy will be a failure.

A prospective customer visits Google looking for goods or services that match yours. He types in a search query or keywords that he considers relevant. Google serves up the results, the most relevant first, ten per page. Relevance here is based on the pages that are optimised for the keywords or phrases that most closely match the query.

Keyword selection goes hand in hand with web site copywriting but, if possible, should be done first. It is important to remember that not everyone searches the web the same way. You have to take into consideration variations in terminology as determined by one's age, profession, what part of the world they are from, and so on. Remember that there are often several ways of saying the same thing.

When optimising your pages for search engines, consider each page's focus separately, because search engines do. To achieve top rankings, create content-rich information pages with a narrow focus on one or two topics and use those topics as your keywords or phrases.

A common mistake is to try to optimise a single page for every keyword that's relevant to your business. All this does is dilute relevancy. Create separate content-rich information pages utilising your other keywords, this will attract highly targeted traffic to your site.

4.2 Choosing keywords

Getting a high listing on Search Engines which brings you the results you need depends on focusing on the words people are likely to type in to search engines to find your site. It may be easy to get a top ranking for your own company name - but how many people know it?

As part of any promotion strategy, you need to select the right phrases for your market. Target the wrong keywords and it is a wasted effort. Choose the right keywords, and you'll see your traffic grow and sales increase. Therefore, think long and hard on what keywords people are likely to use to

find you. Some of the keywords are going to be much more competitive than others. For example, ranking well on the single word "travel" will be much more difficult than ranking in the top 10 for "Caribbean Cruises."

Remember that single keywords usually return the least targeted leads. If someone is searching on just plain old "travel" could be:

- ❑ helping their child with an exam on some aspect of "travel"
- ❑ looking for the "travel program"
- ❑ looking to plan a cruise
- ❑ investigating time travel
- ❑ looking for directions for their travel in Europe
- ❑ looking for a travel agent

If you own a travel agency that specialises in cruises and optimised your site for the single keyword "travel," only a limited number of the people identified in the example above would be qualified prospects.

5. SEARCH ENGINE FRIENDLY DESIGN

5.1 Architecture and link structure

In order for the search engines to be able to easily get around your site and index every page you will ideally have a text based navigation structure.

Drop down menus, image maps and frameset menus are difficult, and in some cases impossible, for the search engine spiders to follow. Try to make it easy on them by either using a completely text based navigation system or providing text links throughout each page's copy.

The link structure should allow the user and spider to get to any page from any page. In very large sites this will translate to any directory main page from any page. The user should never be more than 1 or 2 clicks away from where he or she wants to go.

5.2 Re-designing sites

Sites change and it is important that they be redesigned from time to time to keep the content fresh and the design up to date. But if a site that is well listed on the engines and/or directories is going to be redesigned, or even just a single page deleted or file names changed, it is important to realise that it WILL impact on the site's rankings and traffic.

This does not mean that changes should not be made. It does however mean that special consideration has to be given to sites that are showing well before any changes are made. If you consult with the SEO expert up front you will be able to limit or avoid any negative impact the change may have had.

Not everything has to be complicated and there are most likely very simple ways of ensuring that any proposed changes do not harm the site's rankings. But the important point is to consult with the SEO expert BEFORE the changes are made to ensure any necessary workarounds are put in place and no rankings or traffic is lost.

Indeed modification of pages can be advantageous as spiders see pages that are frequently updated as a good thing.

6. LINK BUILDING AND SEO MONITORING

6.1 Link building

An active link building campaign should be part of every site's SEO strategy. You don't have to continue looking for sites to request links from forever but you should spend some time on it as soon as the site is finished. It is just as important as submitting your site to the engines and maybe more as the engines will find you if you're well linked to but may reject your submission if you're not.

What is link popularity? - Link popularity is a general term which means that the engines look at how many other sites are linking to yours, what content those sites contain, how many sites link to them i.e. their link popularity and what the anchor text in their link to your site says.

The engines then "score" your site based on this information. In reality it's a lot more complicated than that but the all important thing to remember is that it's not the quantity of inbound links but the quality of the sites linking to you, and how relevant they are to your site, that counts.

What is link spamming? - Link spamming is trying to artificially inflate your link popularity. There are a variety of ways to do this from link farms where hundreds of sites have the same links page on which they all, regardless of their site's content, link to each other to web logging to creating loads of mini sites just for the purpose of linking them to your main site.

Search engines can discover this and have penalised or banned thousands of sites for using these methods. If you secure inbound links on informative sites you are going to get qualified traffic from it whereas link farms or web logging won't bring you any.

6.2 Monitoring SEO rankings

Don't consider trying to check your site's ranking for at least three weeks after the initial submission unless you have paid for inclusion. If you have paid for inclusion you can start checking the relevant engines within one or two weeks.

In the first three months after you first optimise and submit your site it is important to monitor its progress to make sure that all of the important pages have been indexed as well as to see whether or not they're holding high positions for your keywords.

During these three months you should be equally concerned about building up your link popularity as this can have a great impact on whether or not the pages are indexed, as well as influencing their rankings.

After the first three months you should continue to monitor the site's listings but how often you do this will depend on:

- ❑ how important top search engine rankings are to you (are search engines your main referrer?)
- ❑ how competitive an industry you're in (online, not offline)
- ❑ how often you change the important pages of the site (even a slight change can influence the rankings)

If you've built up some good links and have optimised the site properly the rankings should remain steady after the first few months so you shouldn't have to check them more than once a month.

Search engine rankings can be monitored manually using standard searching, or you can outsource the rank monitoring to an SEO company that offers it either as a stand alone service or as part of an optimisation and submission package.

6.3 Analysing web logs

Just as it's important to monitor your search engine rankings it is equally important to review your web logs. While your search engine rankings tell you whether or not the search engines like your site your logs tell you whether or your site visitors like it.

Your logs should tell you what the most frequented pages are, how long viewers stayed on your site, how many pages they viewed before leaving, what their least favourite page is, what keywords they used to find your site, which sites are sending you the most visitors, etc.

In most cases, stats have to be set up on the server where the site is hosted, although there are companies that can offer the service remotely. If you don't have access to your site logs it would be a good idea to contact your web hosting company to find out what they offer in this regard.

Web logs will also detail when your site was spidered and by which engine.

7. SUCCESSFUL SEO

7.1 11 steps to successful SEO

Web professionals have developed the following SEO programme and recommend implementation for ranking improvement.

Stage	Action
1. Situation analysis	Complete an audit to determine how your site is currently performing
2. Planning and objective setting	Define your objectives and produce a project plan & timescales
3. Web analytics set up	Define your sites key performance measurables and set up a reporting framework
4. Competitor analysis & benchmarking	Research well ranked competitor sites
5. Keyword & key phrase analysis	Identify all relevant key phrases and words for your target market
6. Site & architecture optimisation	Develop site code structure to ensure the website is search engine friendly Develop the sites internal link structure to ensure that search engines can successfully index your website
7. Incoming link building & development	Increase the number of incoming links to your website to increase site link popularity and subsequent search engine rankings and non search engine traffic from related sites
8. Content optimisation and copywriting	Publish improved and new content for the site that will result in higher search engine ranking and more effective content for visitors
9. Manual search engine submission	Ensure that your site is submitted manually to all major search engines
10. Ongoing reporting & analysis	Monitor and measure results of the SEO campaign using web analytics software
11. Maintenance & continuous improvement	Implement continuous improvement tactics Implement onsite improvements that increase the sales conversion rate of site visitors

8. GLOSSARY

8.1 SEO Glossary

Algorithm

Algorithms are essentially computer programs that search engines use to rank the pages in their index based on the search terms to then display in search results. Google's ranking algorithm is said to include over 100 individual ranking criteria.

Applet

Applets are objects that can be inserted into web pages and can act as mini applications almost, within that site. They are mainly Java applets and are often used for scrolling text. However, these are not be seen by search engines.

Auction Engines

Auction engines such as Google AdWords, Overture and eSpotting are also known as Pay Per Click (PPC) engines. These engines allow sites to bid for positions in search results which often appear in a more prominent position to normal (natural) search results.

Dedicated Hosting

Dedicated hosting is where a website is stored on its own server, not sharing with any other web sites. We recommended this type of hosting because shared hosting can bring many dangers. For example, if a site that you share a server with is penalised by a search engine, you could also be affected by that penalty.

Directory

A directory is a listing of sites, usually in a categorical format. The largest directories on the web are the Open Directory Project (DMOZ) and the Yahoo Directory.

Domain Name

A domain name is simply a website address, e.g. www.mycompany.com is a domain name. This is also sometimes called a URL.

Cloaking

Cloaking is a technique of delivering different content to search engines when they visit a site, than real visitors will see. This is a well-known Spam technique that is recognised, and checked for by search engines and we strongly discourage the use of this bad practice technique.

Cross-linking

Cross-linking is the practice of developing a network of interlinked sites and/or domains which then link back to a main web site. This is recognised as a spam technique, used to artificially inflate link popularity.

Doorway Pages

Doorway pages are a method of providing web pages that are highly targeted toward popular searches. This helps to offer searches more relevant pages, and increase the relevancy of the web site.

Flash

Flash is a technology developed by Macromedia to enhance web pages with rich content. Flash is often used to highlight special offers or to deliver presentations. Flash elements are not understood well by search engines and as yet we do not recommend their use for whole sites.

Indices / Index

An index is the database of sites built up by search engine spiders. It is these indices that search engines combine with their ranking algorithms to deliver search results.

Javascript

Javascript is a programming language that allows site owners to enhance web pages. Whole chunks of web pages are often created using Javascript and some sites also use Javascript in hyperlinks. Search engines cannot process Javascript, so they ignore it and therefore it should be used with caution.

Keyword

A keyword is any word that is a word that could be used by someone in a search engine to help them find what they are looking for. Multiple keywords make up keyword phrases which are used in search queries.

Keyword Density

Keyword density is the measure of the number of occurrences of a specific keyword, or keyword phrase, on a web page.

Keyword Phrase

A keyword phrase is common phrase used on search engines. A search phrase is a combination of a number of individual keywords, which together make the search more specific.

Keyword Stuffing

Keyword stuffing is a bad practice spam technique of placing many keywords and keyword phrases into a single page. Some methods of carrying out this technique include using multiple title and Meta tags. This is a known spam technique however and using it can lead to penalties being issued by search engines.

Link Building

Link building is a program of seeking out and building up the link popularity of a site from relevant sites. It also includes finding relevant sites to offer as a resource to visitors to your site. This can be a very time-consuming process as it involves many hours of research.

Link Farm

Link farms are a well-known spam technique design to artificially inflate link popularity through a program of reciprocal link building. This often creates clusters of interlinking sites with certain characteristics, which search engines will pick up on and punish accordingly. These link farms will also often generate links to completely irrelevant sites, giving no actual value. We strongly recommend that you avoid link farms.

Link Popularity

Link popularity is a measure of the number of incoming links to a website. This can vary from search engine to search engine, as they will not index all the same pages. Link popularity is one of the many factors search engines will take into account when ranking pages, which is why it is essential to carry out an effective link building campaign.

Log Files

Log files are a record of every action on a web site. For example, when a visitor visits your home page, your server creates a line in the log file with information about that visitor and the name of the page that they visited. The server will also do the same for any images that are on that page, and some external files such as style sheet files.

These log files are used by many for web analytics, to gather statistics on site usage and also to detect errors that occur on a site.

Meta Refresh

A Meta refresh is a method of redirecting visitors when they arrive at a page. This is achieved using a Meta tag that simply tells the browser which page to redirect to. We do not recommend using Meta refreshes when other methods can be used instead, as this is inline with the recommendations of the major search engines.

Meta Search

A Meta search is a search carried out on a Meta search engine.

Meta Search Engine

A Meta search engine is a search engine that incorporates the results of many search engines at the same time.

Meta Tags

Meta tags are pieces of HTML code that can be added to any web page, but that are not displayed to the visitor. They offer additional information about the page. Two of these are keywords and description, which are used by search engines to help rank a web page and are an important factor in search engine optimisation.

Mirror Site

A mirror site is simply a copy of another site, usually on a server in another location around the world. This is often used to help serve international visitors and to increase visibility in more localised internet searches.

Off-Page Optimisation

Off-page optimisation is concerned with optimising a website through the environment around it. This includes factors such as server location.

On-Page Optimisation

On-page optimisation is based around optimising all of the factors on a web page, such as titles and code structure.

Optimisation

Optimisation is the practice of analysing and making changes to various factors to do with a website to try and increase the sites relevance to certain keyword phrases.

Organic Search Listings

Organic search listings are those sites that appear on search results pages (SERPs) that have not been paid for as part of a pay per click or pay for position campaign.

Page Optimisation

See on-page optimisation.

Page Popularity

See link popularity.

Page Views

Page views is the number of times a sites web pages have been viewed (excludes images and other non-HTML files) over a given period.

Paid Inclusion / Pay For Inclusion

Paid inclusion (aka, PFI) is the model of paying to ensure a web site is listed in a search index. This can be very costly, but also very necessary to ensure a site is visible in the major search engines.

Paid Search Listings

Paid search listings are those search results that have been included on the search engine results pages (SERPs) as part of a Pay Per Click (PPC) campaign. These listings have been created by and are paid for by site owners (or their account managers). They are essentially adverts that are tailored to the search.

PFI

Acronym for Pay For Inclusion.

Portal Page

On portal page is a page specifically designed to drive relevancy for certain keyword phrases. These pages focus on a couple of related search phrases in order to provide highly relevant content to people searching for those keyword phrases.

Portal Site

A portal site is a site that acts as a gateway to the internet. The most famous portal is Yahoo. These portals are often provided by ISPs and offer many services in one place such as search, shopping and communications.

PPC

Acronym for Pay Per Click.

Query

A query is simply a question, or in the case of a search engine, it is the combination of words and numbers that make up a search phrase.

Referrer

A referrer is a term used in web analytics. The referrer is the web site from which a visitor came to arrive at your web site. Sometimes there is no referrer, because the visitor may have typed the web site address in or used a bookmark to get to a site. The referrer is used in web analytics to determine visitor's paths through the site.

Relevancy

Relevancy is the measure of a site's relevance to search terms. This is determined by search algorithms which determine the contents of search engine results pages (SERPs).

Robot

A robot is essentially a computer program that visits web pages all over the internet. These robots are created by the search indexes and help to build and maintain those indexes.

Robots.txt

Robots.txt is a file you can place on your website to tell search robots not to visit certain files on your website. It allows you to tell the robots to ignore individual pages or whole directories, or even the whole site.

Search Engine

A search engine is a tool for browsing through many files at once for a particular set of characteristics.

Search Engine Placement

Search engine placement is another phrase for search engine ranking.

Search Engine Positions

Also known as search engine ranking.

Search Engine Ranking

Search engine ranking is the position of a web site in the search engine results pages (SERPs) for certain keyword phrases.

Search Results

Search results are produced as a result of a search phrase being entered into a search engine and processed by the search algorithm. These search results are displayed in the search engine results pages (SERPs).

Search Phrase

A search phrase is a combination of a number of keywords used to query a search engine.

SEM

Acronym for Search Engine Marketing.

SEO

Acronym for Search Engine Optimisation.

SERPs (Search Engine Results Pages)

Search engine results pages are the pages produced by the search engine after it has been queried using a search phrase. This is where the relevant search results appear.

Server

A server is a computer on which a website is stored. Servers can contain more than one web site and are usually provided by hosting companies.

Scripts

Scripts are small applications, usually written in a programming language called JavaScript that enables web site owners to enhance their web pages. Search engines ignore JavaScript so it is important that web pages do not rely too heavily on JavaScript to function correctly.

Shared Hosting

Shared hosting is where a web site is hosted on a server along with other sites, using the same hosting provider. This can cause problems with search engines as penalties issued to a web site on that server could affect all the web sites hosted on that server.

Spamming

Spamming covers many techniques that are used to try to artificially increase the relevancy of a web site to certain searches. Many of these spam techniques are recognised and checked for by search engines and we strongly discourage their use.

Spider

See robot.

Spidering

Spidering is a common name for the process that a search engine robot goes through when it moves around the internet. This is also known as crawling.

Splash Page

A splash page is the term for a page that acts as an introduction to a site. Splash pages often include a flash movie introduction or a country selection screen.

SSI

SSI is an acronym for Server-Side Includes. Server-side includes are files that are dynamically added to a page when it is visited.

Stemming

Stemming is a feature of some search engines which will include variants of a keyword in the search, or offer to search for those variants. For example, searching for bikes on a search engine that includes stemming might produce biker and biking as additional keywords.

Stop Word

Stop words are words like 'the', 'a', 'and' and 'of' and also 'where' and 'how'. Some search engines automatically exclude these words because they may slow down the search and are not actually needed to improve results.

Submission

Submission is simply the process of submitting a site to be included in search engine indices. This process is only required if a site is already included.

Title Tag

The title tag is a piece of HTML code that defines the text that appears at the top of the browser window whilst a page is being displayed. The contents of the title tag also appears as the link to the page in search results.

Traffic

Traffic simply means the visitors who view a web site.

Trusted Feed

A trusted feed is an XML-based method of ensuring up-to-date inclusion in search indices. An XML file is used to hold information about pages on a site which is referred to by the search index to keep the index up-to-date.

Unique Visitors

Unique visitors is the number of individual people who visit a site in a period of time. This figure is gained through web analytics.

URL

Acronym for Uniform Resource Locator. A URL is the 'official' name for a web address. For example www.professional-i.com

Web Analytics

Web analytics is the process of analysing visitor activity on a website. Web analytics also includes the measurement of metrics to determine site effectiveness. Read more by learning about [web analytics](#)

Web Logs

See log files.

Web Page

A web page is a single file made up of HTML. Many web pages linked together are considered to make up a web site.

Web Site

A web site is a collection of web pages, often on a similar subject.

XML Feed

See trusted feed.