

9.9 Content vs. SEO

<http://www.websuburb.com.au/HelpDesk/SearchEngines/SEOcontent/tabid/774/Default.aspx>

- It is important to remember that Search Engines are the on-line equivalents of advertising and public relations. Google can only bring visitors to your site, thereafter it is up to you to engage your user and convince them to act.
- There is no substitute for easy navigation, logically structured quality content, useful information in simple appropriate language that is refreshed regularly.
- This is what Google has to say about content:
 - Quality guidelines – basic principles
[<http://www.google.com/support/webmasters/bin/answer.py?answer=35772>]
“Make pages for users, not for search engines.”
 - ..Design and technical guidelines...
[<http://www.google.com/support/webmasters/bin/answer.py?answer=35770&topic=8521&ctx=related>]
 - Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link. [WebSuburb → the menu provides one link, think about creating additional internal links in your content]
 - Offer a site map to your users with links that point to the important parts of your site.[WebSuburb → can add a site map module to your site]
 - Create a useful, information-rich site, and write pages that clearly and accurately describe your content.
 - Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.
 - Try to use text instead of images to display important names, content, or links. The Google crawler doesn't recognize text contained in images.
 - Make sure that your TITLE and ALT tags are descriptive and accurate.
 - Check for broken links and correct HTML.
 - Keep the links on a given page to a reasonable number (fewer than 100).
- This quote is from the personal blog of a Google team member.
[<http://www.mattcutts.com/blog/indexing-timeline/>] ...” There’s SEO and there’s QUALITY and there’s also finding the hook or angle that captivates a visitor and gets word-of-mouth or return visits. First I’d work on QUALITY. Then there’s factual SEO. Things like: are all of my pages reachable with a text browser from a root page without going through exotic stuff. Or having a site map on your site. After you’re site is crawl able, then I’d work on the HOOK that makes your site interesting/useful.”

Good content is more important than good SEO.

9.10 WebSuburb SEO credibility checklist

WebSuburb has developed two comprehensive SEO credibility check lists, one for the site as a whole and one for each web page. These checklists with a series of mainly yes/no questions make it easier to score your page or site for search engine friendliness. You WebSuburb consultant can provide you with the most current version of the checklists.

The next step is the second part of Session 4 - Content

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