

Internet Search Engine Optimization

The Basics

Hi! This is the very basic information on Search Engine Optimization. I'm using my own webpage as a teaching tool. Here is what my page looked like on March 18, 2008. <http://www.estel.ca/index.html> (As I change my page, this code, will of course change as well, so the keywords, etc. may be different. Online Sources. Here is a good source that confirms the details given below, as well as more fun things to learn: <http://www.mediacollege.com/internet/search-engines/seo/>

How to View the HTML Code:

The html code I've posted below is available for every web site. It is what the search engines read. To see the code, click on the webpage in your browser (right click) and select VIEW SOURCE. It is about half way down the menu. Left click to select and the code will show up in a new window.

In the example below, I've not included all the code because it is lengthy and a lot of it is not instructive. The yellow highlight is the part of the code I want to bring your attention to – things you should know. The red text is the explanation of what it means and how it is significant to your web site ratings on the internet. Take a look at your own website and if it lacks the first 4 points, speak to your web designer and get it fixed.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
```

```
<html>
```

```
<head>
```

```
<title> Feng Shui Course, Master Educator of Interior Alignment, Deborah Redfern</title> # 1
```

```
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
```

```
<meta name="keywords" content="Feng Shui Courses, Feng Shui Coaching, Soulful Marketing, Professional Certification, Interior Alignment, Deborah Redfern, Victoria, BC"> # 2
```

```
<meta name="description" content=" Feng Shui and Space Clearing Certification COURSES with Deborah Redfern e-courses and webinars on feng shui and sacred space, Victoria, BC"> # 3
```

1. TITLE: The title is the vital piece of information for SEO. It should be short and to the point. The first and second words are most important and are ranked highest. Your Keywords should be in your title, but you can't cram them in to the index page, so the title on each web page will be different. On my site, some say Feng Shui, some Space Clearing, etc.

2. Meta name KEYWORDS: SEO rules change. Long lists of keywords are outdated. Six keywords should be used at most. Make these tags different on each web page, and make the content of the page match. In other words, if you put Space Clearing in your keywords for a particular page, make sure you are talking about space clearing on the page.

3. Meta name DESCRIPTION: Think back to grade school and the 5 W's: Who, What, Where, When & WHY. It is simple a description of what your business is about.

This information is what shows up when someone does a google search. Here is what mine looks like on a live google search, so you can see it shows up EXACTLY as you type it:

[Feng Shui Training Course, Interior Alignment, Victoria, British ...](#)

Feng Shui and Space Clearing Certification COURSES with Deborah Redfern of Estel Interior Alignment: Feng Shui, Space Clearing, Healthy Homes; articles, ...

Continuing on....

```
<meta name="Author" content="Sharon Glynn, www.webzonesolutions.com">

<META NAME="robots" CONTENT="index, follow">
<META NAME="revisit-after" CONTENT="30 days">
<META NAME="distribution" CONTENT="global">
<META NAME="rating" CONTENT="general">
<META NAME="Content-Language" CONTENT="english">
<link href="stylesheet.css" rel="stylesheet" type="text/css">
</head>

<body bgcolor="#003366" text="#000000" leftmargin="0" topmargin="0" marginwidth="0" marginheight="0"
background="image/background3.gif">

<div align="center" style="border-top-style: solid; border-top-width: 1px; border-bottom-style: solid; border-bottom-width: 1px; padding-top:
1px; padding-bottom: 1px">

&nbsp;<table width="694" bgcolor="#9999FF" border="0" cellpadding="0" cellspacing="0">
<tr>
<td>
</td>
</tr>
<tr>
<td>

<!--inner table for links-->
<table border="0" align="right" cellpadding="0" cellspacing="0" width="100%" bgcolor="#000000">
<tr align="right">
<td><a class="a_menu" href="index.html">:: home</a></td>
<td><a class="a_menu" href="publications.html">:: publications</a></td>
<td><a class="a_menu" href="courses_certif.html">:: certification</a></td>
<td><a class="a_menu" href="enrichment_courses.html">:: enrichment courses</a></td>
<td><a class="a_menu" href="resources.html">:: resources</a></td>
<td><a class="a_menu" href="contact.html">:: contact</a></td>
</tr>
</table>
<!--end of inner table for links--><br>&nbsp;<div align="center">

<table width="650" border="0" cellpadding="8" bgcolor="#9999FF">
<tr>
<td>
<p align="center" style="margin-top: 0; margin-bottom: 0">&nbsp;<h1 align="center" style="margin-top: 0; margin-bottom: 9px; line-
height:200%">
<i><font size="3" face="Verdana">
&nbsp;</font></i></span style="font-weight: 400"><font size="3" face="Viking">Feng Shui</font></span></h1>
<h1 align="center" style="margin-top: 0; margin-bottom: 9px; line-height:200%">
<span style="font-weight: 400"><font size="3" face="Viking">Space Clearing</font></span><i><font size="3" face="Verdana">
</font></i></h1>

<h1 align="center" style="margin-top: 0; margin-bottom: 9px; line-height:200%"> # 4
<font size="3" face="Verdana">
<i>&nbsp;</i></font><font size="3" face="Viking"><span style="font-weight: 400">Feng Shui Coaching
</span> </font></h1>
```

4. Heading code. Next in importance is headings. The Search Engines need to know what the headings are so they can categorize the information. Main headings are bigger, bolder, larger font with subheadings/subsections are smaller, however you can't just bold them or change the font size. In order for the Search Engines to read them they have to be in the proper format i.e. H1, H2 etc.

Usually you will have just one main <H1> heading with the rest, sub headings. And again, the first 2-3 words are important, so don't waste them on unimportant words.

What follows is mostly body text. It is kind of boring 😊 You will want to make use of your keywords, but only in natural 'conversational' style. Google (apparently) will penalize a site by giving it a lower ranking for excessive use of keywords.

There is nothing more interesting to see until the very end, so I've chopped out all the middle of my Source page.

```
<!--EmailMover code----->
```

```

</tr>
<tr>
<td>&nbsp;</td>
</tr>
</table>
</div>
```

```
<script type="text/javascript"> # 5
var gajsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write("\<script src=" + gajsHost + "google-analytics.com/ga.js' type='text/javascript'\</script>" );
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-2345386-3");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

#5. You'll often see 'hidden code' on the bottom of pages. Up above where it says EmailMover is an e-mail autoresponder that I used to use to send out my newsletters (used to anyway. I am now using Constant Contact newsletter service). If you look at pages that have newsletter sign ups, you'll see the code for that there.

The part in yellow highlight is Google Analytics. It is a web page tracker that gives you stats on how effective your web site campaign is. It isn't the only way to get web stats – web hosts often provide them as well. The code goes on the bottom of every page you want to track, and it has to be in this specific place: ie. Just before the </body> code. I am using an older version so on some web pages you'll see different words.

```
</body>
</html>
```