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Big Site? Make the most of it on Google

By John Saxon

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For many people a five or six page web site is all they need or want, but for others, selling services and products on the internet, a hundred page site is barely adequate - if you're one of those companies then here are some tips on making the most of your site on Google and other deep search engines.

One of the sites we manage is 520 pages packed with content and informative articles. It has some 10 / 12 levels of pages in its structure and we became aware that Google only indexed 126 of those 520 pages, what was going on?

Maximising each page

We worked diligently with the web site owner to optimise each page, ensuring it had a unique and the page content was rich in the KEYWORDS for that topic, for instance if you're trying to get onto Google with `content management systems' and the phrase `content management systems' does not appear on the page in HTML text then you won't hit the top 1000!! Similarly if the phrase `content management system' appears lots you will still fail because Google sees `system' and `systems' as 2 totally separate words

Remember, each page has a , , and ALT TAGS if you, or the designer has simply duplicated another page, as a template, in the design all your pages will have the same attributes as far as the spider is concerned.

Spider depth

Most spiders do not index below level 3 and therefore they do not find what may be very important pages at all. In addition we noticed with Google Page Ranking that the Index Page was 5/10, a level 2 page on the same site was 4/10 and a level 3 page was 3/10. Presumably pages beyond level 3 are considered so insignificant that the spider has been programmed to ignore them.

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In addition the spider was stopping dead at drop down menus and graphic links it could not move beyond. Spiders essentially follow HTML text links and that's about it. If you stick to that rule you won't go too far wrong.

Our challenge was therefore to bring every page, no matter where it was in the site, to a level 3 position at least - without changing the structure of the site itself, so the spider would index it and the page ranking would be higher. This would give us 520 marketable, optimised pages rather than 126.

The solution was quite simple. A site map - we simply spent a few hours setting up a site map with a link from the index page (making the site map level 2) and then an HTML text link to every page on the site, making every page on the site at least level 3.

The next time the site was spidered by Google, there it was, 520 content rich optimised pages and an

increase in traffic of 1000%

Big sites, make the most of them, don't keep your content hidden under a bushel!!

John Saxon is technical director of site-pro limited a site offering free tips, tools and articles for web site optimisation - the site may be visited at <http://www.site-pro.co.uk>

Make Free Money With Google

By John Baker

Have you received your check from Google? If you own a business web-site you should be receiving a check from Google. Why not accept a check every month from Google by placing their ads on your site?

Google AdSense allows you to serve text-based Google AdWords on your web site, (ads are relevant to your web site subject) and receive a share of the pay-per-click payment. There are pay-outs of 50 cents or more per click being achieved through AdSense. It is simple to join and it's free.

Go to google.com/adsense and you should be serving Google AdWords usually within 24 hours. You can choose between either horizontal or skyscraper AdSense ads, and they also have a large variety of color schemes to choose from. After your site has been approved you will paste a code into your site and the text ads will appear. Always backup your site before you paste your code, as you may decide to change your AdSense location.

Google also is doing a good job of finding ads that are highly relevant to your site. They go beyond simple keyword matching to understand the context and contents of web pages. They are able to know what a page is about, and can precisely match Google ads to each page. Then they also give you the ability to block certain ads from appearing on your site if you choose.

So what are you waiting for? It's Free and you get paid!

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