

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Optimizing Dynamic Pages – Part I

By Dale Goetsch

Optimizing Dynamic Pages – Part I by Dale Goetsch

The Widget Queen

You are the Widget Queen. You eat, breathe, and live widgets. You sell more widgets than anyone. You want to reach more widget customers, so you have decided to sell widgets on the web. You have spared no expense in designing and building the ultimate widget website. You have widget descriptions; you have widget specifications; you even have widget movies. The only thing your widget website does not have is visitors.

Off to the search engines you go. You type in the phrase "left-handed blue widgets" and look at the results. All of your major competitors are listed. There are even competitors you have never heard of. But you, the Widget Queen, do not have a listing there.

What's up with that? What follows is some very basic introductory material followed by some advanced technical details on dynamic sites and SEO.

What is a search engine?

First of all, you need to understand what a search engine actually searches. When a potential visitor does a search in a search engine, such as Google or AllTheWeb/FAST, she is not really searching the web; rather, she is looking at a database compiled by that search engine. This database consists of the text and links from the web pages that have been visited by the search engine's robot.

How is a search engine database compiled?

Search engines compile these databases automatically using software programs called "robots" or "spiders". These automatic programs visit pages on the World Wide Web, much as humans visit web pages using browsers, by starting at some arbitrary location and following links. When a website owner "submits" a page to a search engine, in most cases she is supplying the search engine's robot with a

starting point for their automatic journey. Starting in that location, the robot then follows links and thus "discovers" other pages in your website or visits other sites to which your site is linked. (This, by the way, is how search engines can find individual pages or whole sites that have never been submitted to them—if there is a link to one site from another site, chances are good that eventually a search engine robot is going to find that link and follow it.)

Even though robots visit pages like human visitors do, what they can do with what they "see" is quite different. When a human visitor uses a browser to view a web page, that visitor can read the text on the page, look at images, play movies, listen to sounds, submit information in forms, follow hyperlinks, and any number of other tasks. The human visitor really interacts with the site. The

search engine robot, on the other hand, can only do a few of these things. It is this difference that can keep your dynamic page from being included in the search engine database.

What does a robot do?

Search engine robots are very simple creatures. They can "read" text, and they can follow links. That's it. Robots cannot view a Flash movie, they cannot fill in a form, and they cannot click a "submit" button. What that means is that no matter how much great information your web page may contain, if a visitor has to select it from a list, or type a password, or submit a form full of information to get there, no robot will ever visit that page.

The origins of dynamic pages

Most dynamic web pages are generated in response to queries run against databases. Behind your widget website there is a large database of widgets. When a visitor comes to your site and looks for left-handed blue widgets, it is this database that supplies the response. The database provides that information to the visitor. Typically the visitor checks a box or selects from a list or even types text onto the page and presses a "submit" button. Once she jumps through those hoops, your visitor gets her page full of left-handed blue widgets.

I can't see you

Unfortunately, when a search engine robot visits this page, it cannot check that box, it cannot select from that list, and it cannot click the "submit" button. Put simply, the robot cannot get to page of widgets. If the robot can't get there, the page will not be included in the search engine database. If it's not in the database, searchers cannot find it.

So how do you get there?

So how do we attract other visitors to our dynamic page of left-handed blue widgets? There must be some way to get there without having to click on that "submit" button.

Next month we will look at several ways to get search engine robots to visit dynamic web pages. Stay tuned.

Dale Goetsch is the Technical Consultant for Search Innovation Marketing (<http://www.searchinnovation.com>), a Search Engine Promotion company serving small businesses and non-profits. He has over twelve years experience in software development. Along with programming in Perl, JavaScript, ASP and VB, he is a technical writer and editor, with an emphasis on making technical subjects accessible to non-technical readers.

Dynamic Pages

By Clare Lawrence

Dynamic pages and the Search Engines By Clare Lawrence 10th March 2003 Clare is the CEO of Discount Domains Ltd a leading UK Domain name registration service.

Do search engines such as google penalise dynamic pages?

Dynamic pages are used to deliver content from a database to websites the advantage being that data can be updated and the contents of pages changed without the need to reload pages etc.

Google publishes guidance notes on its site at

and at

These say that dynamic pages are indexed but that the Googlebot (Googles spider) can overwhelm dynamic sites and therefore the amount of pages indexed are limited

Google recommends:– If you decide to use dynamic pages (i.e. the URL contains a ? character) be aware that not every search engine spider crawls dynamic pages as well as static pages. It helps to keep the parameters short and the number of them small.

How to get dynamic pages indexed

There are ways to get dynamic pages indexed, if the site is relatively small, then create a site map, which has static links to each of the dynamic pages. This gives the search engines a doorway to the dynamic pages.

For larger sites there are a number of ways to change the syntax of a dynamic URL so that it appears to be static. e.g

can be

re-written as

Optimizing Dynamic Pages – Part I

Index pages If your index page is dynamical generated then it will be particularly difficult for search engines to index your site. If possible you should avoid dynamically generated index pages

Algorithms

The search engines and Google in particular are getting better at indexing dynamic pages.

Looking for more advice?

We have built up an article bank on our site many from the leading specialists in each field, please feel free to browse them, The articles cover Domain articles , Web hosting articles , , Search engine articles , e–marketing and much more.

Conclusion,

Dynamic pages are very useful to deliver content particularly if you wish to use a content management system. The Search engines do have some difficulties with dynamic content, but there are ways to improve the chances of dynamic pages being indexed.

Clare Lawrence is CEO of Discount Domains Ltd A leading UK provider of Domain name registration.

Dynamic Pages

Optimizing Dynamic Pages – Part II

Optimizing Your Dead Links!

Meta Tags help optimize your web site rankings

ASP Web Hosting

Faith

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!

JavaScript Magic

IP Ad Websender – The Ultimate Promotion Tool

Money Making Flashy Designs in a Box



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!