

Koh Tang Page Content for Search Engines, Spiders, and Indexes

Search Engine Optimization (SEO) is necessary so that sites appear highly ranked when searched by Google, Bing, Yahoo and many others. SEO is a science, industry and a career. Companies literally spend tens of thousands of dollars to get their sites highly ranked.

The internet is also known as the World Wide Web (hence the www) and is technically analogous to a spider's web.

Literally, the search engines (SEs) "crawl" web sites to create indexes of site content. The software crawling sites is known as a "spider" (or spider robots, aka "bots")

SEs use important site words that have been indexed (aka "key words) when they produced search result for SE users

A significant content of words on each page help the SEs create a much varied index

The SEO goal of any site is to have the site appear no further than page 4 of the search result and preferably on the 1st or 2nd page when site and business appropriate terms are used by SEs users.

Important Page Components for SE indexes

Content **visible** to site visitors, including

Page header (Header, size 1 aka H1 - limited to one per page)

Other headers on page (h2, h3, etc.) not limited, the more of these, the better for SE indexing

Bolded and italicized words

Repeated phrases

Significant content

Site links to other site pages

Words on images are not indexed. If they are important they should also be created as text on the page

Page **metadata** (content **invisible** to site visitors), including

Page *title* (Google results show first 70 characters – including spaces)

Page *description* (Google results show first 156 characters)

Keywords. (Google highlights keywords in search results)

Image tags (known as "*alt*" tags – Google indexes these words for image search and considers them part of page text)

There are no *rules* because SE software bots regularly change their indexing logic and techniques so that search results become more accurate.

Recommendations.

Google considers YOUR site more important when *OTHER sites link to you*.

The invisible metadata should reflect the visible page content

Considerable page content gives the SEs more to index

Koh Tang Notes - Search Engines Suggestions

Current Published Page

Home meta tags:

Title: Welcome to the Koh Tang Beach Vets/Mayaguez Recovery Website -OK

Description: None

Keywords: None

Alt Image tags: Most images have tags – OK

Home header on page tags

H1: none on page

H2: many found – OK

Image Words: None

Revised Site Page – Suggested

Home meta tags (can be edited in Expression Web design view with right clicking or directly in code view):

Title: Welcome to the Koh Tang Beach Vets/Mayaguez Recovery Website

Description: We are the Veterans, Families and Friends of the Mayaguez incident on May 15, 1975

Keywords: Koh Tang, Veterans, Organization, Vets, Viet Nam, Wall, Marines, Sailors, Air Force, Personnel, Friend ----- ETC

Alt Image tags: Image tags on all image

Home header tags (edited in Expression Web design view):

H1: Welcome to the Koh Tang/Mayaguez Veterans Organization Website

H2: Ok on existing page

Image Words: Add names on image as text words too. Example: Names from the home page image (Jimmy P. Black, Bobby G Collums, ---- ETC). By using techniques, search engines can find the names when searched.