

Dual Web Site Design

RESEARCH #2

Let's get to it. Okay since the last article about researching your Keywords and have compiled several keyword rich descriptions. I'm hounding on this because of its vital importance not only in the homepage but surfers can come in the side-door or any portal a hyperlink, a web page from your web site, etc, from your web site.

The more opportunities that you can set up the better the chance for a sale. These series of articles are meant to help you jump over thousands of other web sites and increase your web sites ranking in the search engines. At the same time you can make an impressive display on each page of your web site, that will capture the attention of the surfer and search engines.

You have already chosen the best description for the homepage. Now to the TITLE. You can actually see the title of every web page and you can generally see if the designer or webmaster has done their homework. You can see this right away. The Title Bar is the uppermost bar in your browser. Sometimes there is nothing there except homepage or something. Remember the two issues that all search engines agree on are reading the Title Bar in the Meta Tags and having External links (propagation of the Net).

The Title Bar can have up to 60 characters. These include

spaces, and dashes (never use comas in the Title. Usually your company name followed by a dash then the most important keywords or short sentence that includes keywords for this page. This is where the surfer reads down the list their search engine or directory has displayed, usually 8 to 10 listing. Surfers need info fast. This it where it all comes together for you to get surfer to your site. Once they get there, it is now that your web site must make the sale, We can only help you get the surfers or viewers the to your web site.

Keywords – Place the most important keywords first the your Meta Tags. All editors have a link to them where you can make important changes. Most search engines read only the first 25 words. Some SE's can and will read more. Remember, not all SE's and Directories robots are not programmed the same. Spaming is always a bad idea. Some SE's will accept Spam in some fashion, like Keywords counted and other accept something else entirely.

Don't make the mistake of putting all of your; Title, Descriptions and Keywords all on in the homepage and end it there. As stated before each web page needs to have it's own information that can stand up and be ranked by the search engines. That is way I stated earlier that surfers can come in the front , side or backdoor of your web site.

There is a lot of work to do, just as if you had a virtual store. So put as much work into your web site as you can.

The more time you spend Planning, Research, more planning and the actual work. Your work will will pay off as the years go by. If you have a retail store then you already know the need to put a lot of work into the many projects that come throughout the year, it's the same overseeing the deigning of your web site. I'll end this article with one important design tip. Have you ever wondered that if you change or upgrade a page, like changes in your description. How do the surfers see the newer page, instead of the old information when they hyperlink to your web page.

In the Meta Tag section, between the <head> </head> tags up at the top of the source code. On the second line of code place this piece of code:

```
<meta http-equiv="Pragma"
content="no-cache">
  <meta http-equiv="Cache-
Control" content="no-
cache">
```

Save this and make the change to your web page and then upload this to your server. This will update any page that has this line of code in it. Always include it in all your files. ALT TAGS, H1 Tags, etc. That really set your web site apart from the rest of the crowd.

I'll continue with this in my next article.

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