

# Seo Search Engine Optimization

## Search Engine Spider



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# Search Engine Spider



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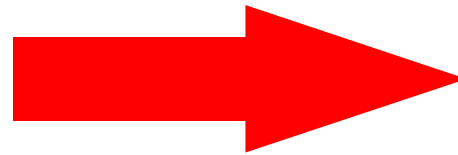
  
 

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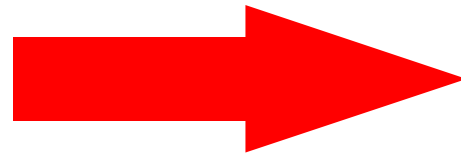
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# Segmentation of content



# Segmentation of people



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# Matching people with the right content

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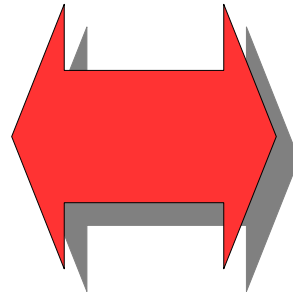
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**COMPANY NAME**  
COMPANY SLOGAN GOES HERE

HOME PRODUCTS SERVICES ORDER CONTACT F.A.Q.

**WELCOME**  
Textual description - Delete this text, it is just a filler to illustrate how the page might look with content.

**ABOUT US**  
 Textual description goes here - Delete this text, it is just a filler to illustrate how the page might look with content. Delete this text, it is just a filler to illustrate how the page might look with content.

**QUICKLINKS**  
Textual description  
This section will automatically expand vertically the more text and/or images you add ...

**MAIN CONTENT**  
Textual description goes here  
Delete this text, it is just a filler to illustrate how the page might look with content. This section will automatically expand vertically the more text and/or images you add ... Delete this text, it is just a filler to illustrate how the page might look with content. This section will automatically expand vertically the more text and/or images you add ...

Textual description goes here  
Delete this text, it is just a filler to illustrate how the page might look with content. This section will automatically expand vertically the more text and/or images you add ... Delete this text, it is just a filler to illustrate how the page might look with content. This section will automatically expand vertically the more text and/or images you add ...

Textual description  
 Delete this text, it is just a filler to illustrate how the page might look with content. This section will automatically expand vertically the more text and/or images you add ... Delete this text, it is just a filler to illustrate how the page might look with content. This section will automatically expand vertically the more text and/or images you add ...

HOME - PRODUCTS - SERVICES - ORDERING - CONTACT - F.A.Q.

# Search Engine Spider





# Search Engine Spider



- How it works ....



- The spider reaches a page and starts reading the Meta Tag header
- Meta tags are invisible parts to the visitor containing useful information for the Search Engine Spider.
- Meta Tag **Keywords** is a comma delimited list of Keywords we suggest for listing.
- Meta Tag **Description** is a short (240 char) resume of the page content



# Search Engine Spider



- How it works ....



- The spider reaches the page and starts reading it, segmenting the content into elements
- Links (other pages to be read)
- Link texture ( logical item)
- Words (as a single word)
- Words (as word combinations)
- Size / color of texture (as factor of importance)
- Position of texture (as factor of importance)



# Search Engine Spider



- How it works ....
- He processes this Page and files the results into a Database

- This paragraph contains **Berlin** (in bold 32), Berlin in (Arial 24), **Berlin** in (Arial bold 24)

- Accordingly this paragraph has a great importance for the word **Berlin**, but also for the words **bold** and **Arial** appearing there two times.
- **Logically it will be indexed as : Berlin significant, bold and Arial with a medium weight.**



# Search Engine Spider



- A further step is giving weights of importance to the single words

- This paragraph contains **Berlin** (in bold 32), Berlin in (Arial 24), **Berlin** in (Arial bold 24)

- The paragraph was made of 16 words including the word “in” excluded as not significant word, thus 13 words.
- The weight is  $3$  (occurrences) /  $13$  (total words) =  $0,23$  for Berlin, Arial and bold ( $2 / 13 = 0.15$ ).
- As Berlin is in bold and bigger the  $0,23$  weight is multiplied by a weight :
- Berlin  $0,23 * 1,2$  (Bold,big)\*  $1,1$  (bold) resulting  $0.30$



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- How it works .... The old way :



- The page is checked word by word and in word combination against other pages using similar words

- Page 1 contains Berlin with a factor of 0.30

- Page 2 contains Berlin with a factor of 0.40



- **Result Page 2 is more important for the word Berlin than Page 1**



# Search Engine Spider



## • How it works .... The new(er) way :



- Now the page is checked word by word and in word combination against the medium value occurring
- Page 1 contains Berlin with a factor of 0.30
- The medium weight of all pages is 0.28
- All pages closer to 0.28 so (0.27, 0.28 and 0.29) are more relevant than this page = 0.30 for the word Berlin



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## • How it works ....



- This is repeated for every word and word combination of the given page...
- Accordingly this page has different results page rankings for the words :
- Berlin or Arial or Bold
- Berlin and Arial
- Berlin and Bold
- Berlin and Arial and Bold
- Arial and Bold .... etc.....



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- How it works ....
- A further enhancement is done by incoming and outgoing links



- Calculated by numbers of pages linking to the given page
- Adjusted in weight by the texture of the link (i.e. Berlin Hotels against **Berlin Bold**)
- Adjusted in weight by the weight your Keywords in the content of the other page linking to your page
- Adjusted by the ranking of the external page regarding the **Keywords**



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- Further enhancements to seo positioning are:



- **Age of the same Website (the older the better)**
- **Change and lifetime of same contents in the same page (updating a page enhances)**
- **Load time of the same page (the faster the better)**
- **W3C standards followed so correct syntax**
- **No broken links, well done site structure**



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- **By comparing your site to the first 20 best ranked sites on a search-engine, you identify the best performing number of repetitions in Keywords, their positioning, and quality (size).**
- **By obtaining and linking to relevant sites according your Keywords, you obtain a further enhancement in your positions.**



# Search Engine Spider

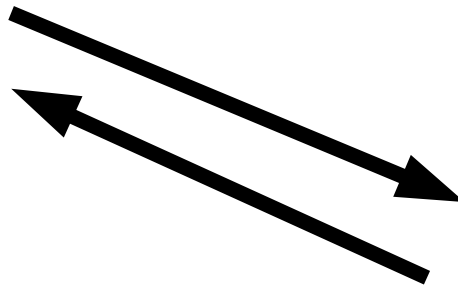


You have two choices :

let Google find you...

or...

tell Google about you





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## Sitemap.xml ...

... is a special file listing all pages on your Website, there exist different free utilities on internet to generate it



To communicate the existence of **Sitemap.xml** to Google, you need to sign up for a Webmaster account, issue the verification of the sitemap.xml on your site. Thenafter you may just update the Google records by pingging the Google Server.



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- **Yahoo news**
- **Recently the Search Engine provider Yahoo has registered a proprietary solution to obtain better results on queries:**
- **They analyze and reproduce in their results “Synonyms”**





# Search Engine Spider



- How it works ....



- Synonyms and understanding :
- By just looking up a Database the word **Berlin** is synonym for **city**, **town**, etc and similar to **London**, etc ...
- Thus the weight of the words are reprocessed against their synonyms determining different weights for their placement.



# Search Engine Spider



- **How it works :**



- **Berlin** they associate this word to **city, location, etc..** and accordingly all other **cities** to be similar to the word **Berlin**
- **Hotel**, same as before they associate it to **short stay, short rent, holidays,..etc...**
- Accordingly a query for holidays in Berlin will give you a list of **Hotels**



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- Basically Yahoo generates a semantic Database containing synonyms of know words and reprocesses spidered pages against this Database, obtaining this way better matching in results upon queries.



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- **Semantic Web**



- The W3C consortium has recently released the standards( resulting of more than 10 years of development) regarding the **“ Semantic Web ”**, and extended as well as supported under the project **Linked Data ( <http://www.linkeddata.org> )**



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- **Semantic Web**



- It should provide the appropriate answer to questions as : **“ Which is the smallest family hotel in Cairo with a price less than 130 Euro for a double room ? “**



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- **Semantic Web**



- By defining a new language structure called RDF (**Ressource Description Framework**). Similar to the Html language RDF associates semantic values to web rессources. Same as we do daily by saying **“A Mercedes Benz 230E is a car”**, thus associating Mercedes Benz 230E with the word car



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- **Semantic Web**



- In RDF we would publicize a page regarding the Mercedes Benz 230E and link it with Wikipedia and the argument “car”, telling by a third link the property of this association.(statement)
- **Linked Data** at march 2009 contained already more than 4.500.000.000 declarations by aprox 180.000 statements.



# Search Engine Spider



## • Useful Tools [www.ibusinesspromoter.com](http://www.ibusinesspromoter.com)



- IPB is a commercial software suite, you may use for free in evaluation.
- We have experimented it's use over years as a overall tool to SEO, and definitively we can just say it is practic, useful and worth it's price.

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