



ZETTA TECHNOLOGY MANAGEMENT

{Optimization Features}

Great Designs Superior Solutions

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8/1/2011

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Table of Contents

Table of Contents	2
Basic Search Optimization Features.....	3
1. Optimized Title Tags.....	3
2. Optimized Descriptive Meta Tags	3
3. Optimized URL Structure	3
4. Optimized Navigation & Site Hierarchy	4
5. Optimized Content Check.....	4
6. Optimized Anchor Text.....	4
7. Optimized Heading Tags.....	5
8. Optimized Images.....	5
9. Optimized Robot.txt File.....	5
10. Save up to 25% today!	6



Basic Optimization Features

Thank you for inquiring about our search engine optimization solutions. We appreciate your business. The below (SEO) techniques are included with our basic search engine optimization service. We recommended these techniques as a minimum for any web development project.

1. Optimized Title Tags


A title tag tells both users and search engines what the topic of a particular page is. If your document appears in a search results page, the contents of the title tag will usually appear in the first line of the results

2. Optimized Descriptive Meta Tags

A page's description Meta tag gives Google and other search engines a summary of what the page is about. Whereas a page's title may be a few words or a phrase, a page's description Meta tag might be a sentence or two or a short paragraph. Description Meta tags is important because Google for instance, might use them as snippets for your pages. +Note that we say "might" because Google may choose to use a relevant section of your page's visible text if it does a good job of matching up with a user's query.

3. Optimized URL Structure

Creating descriptive categories and filenames for the documents on your website can not only help you keep your site better organized, but it could also lead to better crawling of your documents by search engines. Also, it can create easier, "friendlier" URLs for those that want to link to your content. Visitors may be intimidated by extremely long and cryptic URLs that contain few recognizable words.



For Example <https://www.ztechmanagement.com/folder1/188939950/343ss.htm>

Some users might link to your page using the URL of that page as the anchor text. If your URL contains relevant words, this provides users and search engines with more information about the page than an ID or oddly named parameter would.

4. Optimized Navigation & Site Hierarchy

The navigation of a website is important in helping visitors quickly find the content they want. It can also help search engines understand what content the webmaster thinks is important. For example, Google's search results are provided at a page level, however Google also likes to have a sense of what role a page plays in the bigger picture of the site.

5. Optimized Content Check

Creating compelling and useful content will likely influence your website more than any of the other factors discussed here. This is why following *The Marketing Formula* is so essential. Users know good content when they see it and will likely want to direct other users to it. This could be through blog posts, social media services, email, forums, or other means. Organic or word-of-mouth buzz is what helps build your site's reputation with both users and search engines, and it rarely comes without quality content.

6. Optimized Anchor Text

Anchor text is the clickable text that users will see as a result of a link, and is placed within the anchor tag ``. For instance, this text tells users and Google something about the page you're linking to. Links on your page may be internal—pointing to other pages on your site—or external—leading to content on other sites. In either of these cases, the better your anchor text is, the easier it is for users to navigate and for Google to understand what the page you're linking to is about.



7. Optimized Heading Tags

Heading tags (not to be confused with the <head> HTML tag or HTTP headers) are used to present structure on the page to users. There are six sizes of heading tags, beginning with <h1>, the most important, and ending with <h6>, the least important. Since heading tags typically make text contained in them larger than normal text on the page, this is a visual cue to users that this text is important and could help them understand something about the type of content underneath the heading text. Multiple heading sizes used in order create a hierarchical structure for your content, making it easier for users to navigate through your document.


8. Optimized Images

Images may seem like a straightforward component of your site, but you can optimize your use of them. All images can have a distinct filename and "alt" attribute, both of which you should take advantage of. The "alt" attribute allows you to specify alternative text for the image if it cannot be displayed for some reason. Why use this attribute? If a user is viewing your site on a browser that doesn't support images, or is using alternative technologies, such as a screen reader, the contents of the alt attribute provide information about the picture.

Another reason is that if you're using an image as a link, the alt text for that image will be treated similarly to the anchor text of a text link. However, we don't recommend using too many images for links in your site's navigation when text links could serve the same purpose. Lastly, optimizing your image filenames and alt text makes it easier for image search projects like Google Image Search to better understand your images.

9. Optimized Robot.txt File

A "robots.txt" file tells search engines whether they can access and therefore crawl parts of your site. This file, which must be named "robots.txt", is placed in the root directory of your site. You may not want certain pages of your site



crawled because they might not be useful to users if found in a search engine's search results.

Optimized rel="nofollow" for links


Setting the value of the "rel" attribute of a link to "nofollow" will tell search engines such as Google that certain links on your site shouldn't be followed or pass your page's reputation to the pages linked to. Nofollowing a link is adding rel="nofollow" inside of the link's anchor tag. When would this be useful? If your site has a blog with public commenting turned on, links within those comments could pass your reputation to pages that you may not be comfortable vouching for. Blog comment areas on pages are highly susceptible to comment spam. Nofollowing these users added links ensures that you're not giving your page's hard-earned reputation to a spammy site.

Many blogging software packages automatically nofollow user comments, but those that don't can most likely be manually edited to do this. This advice also goes for other areas of your site that may involve user-generated content, such as guestbooks, forums, shout-boards, referrer listings, etc. If you're willing to vouch for links added by third parties (e.g. if a commenter is trusted on your site), then there's no need to use nofollow on links; however, linking to sites that Google considers spammy can affect the reputation of your own site.

Another use of nofollow is when you're writing content and wish to reference a website, but don't want to pass your reputation on to it. For example, imagine that you're writing a blog post on the topic of comment spamming and you want to call out a site that recently comment spammed your blog. You want to warn others of the site, so you include the link to it in your content; however, you certainly don't want to give the site some of your reputation from your link. This would be a good time to use nofollow.

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