SearchEngines411

web traffic

google page rank

site management

June 2006

Search Engines 411 Inc.
1012 Minnesota Ave
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**The spider is
your friend**

Search Engine Information - For Optimizing Your Site

This newsletter is distributed monthly (more or less) to our clients to keep them informed about the web, search engine optimization, and various computer and web related items. Feel free to pass it on to whoever you please, provided you distribute the entire newsletter rather than just excerpts from it.

We welcome any questions you may have, and we attempt to answer as many as time permits, in the FAQ section, on Page 2

Basic Categories of SEO (Search Engine Optimization) - In the past (several years ago) SEO involved changing the HTML source code for web pages. As the Internet and the Web have evolved, so has SEO. Now there are two basic categories of SEO work.

The first involves changing the source code, just as it did in the beginning, although the changes required now are different than they were then. Now there are about 65 different type changes that can be made to the code to optimize it. You may be familiar with some of those revisions, such as changes to the Meta tags, ALT tags, and use of Site Maps.

The second category of SEO involves doing things that are not directly related to the source code. These methods take a few different forms, and are more directly related to SEM (Search Engine Marketing) than revisions to the source code are.

Specifically, the latest method is called link-building, and refers to establishing links on other sites going to the site that is being optimized. Merely establishing links to a site is not sufficient to meet the search engines' algorithms though - the quality, structure and quantity of those links are important.

The quality of the links is dependant on the IP of the linking site and the ranking of the linking site on the search engines among other things. The structure of the link is the type and length of text that is used in the link text on the linking site. The quantity of the links is not self explanatory, because too many links to a site can actually be detrimental to the site, if those links were purchased from places such as link farms.

A Little About Us

The goal of our founder, Sue Murphy, has always been to search for information. In the beginning the information being sought was how to obtain high rankings on the search engines. This evolved through the years to the point today where the company is a full service provider and information resource.

Part of the company development has resulted in The Web Sleuth, our branch that provides specialized online investigations for attorneys, companies, and individuals. The Web Sleuth can be found at

www.thewebsleuth.com

We search for facts

The Web Sleuth - Online Investigative Services

850-271-3566

There is some overlap in the services provided by our two branches, and there may be times when questions posed to one branch are referred to the other.

There are many questions that come up repeatedly, which we will try to cover in this Newsletter and/or The Web Sleuth Newsletter. To subscribe to that Newsletter, email news@thewebsleuth.com , with "Sleuth Newsletter" in the Subject Line of the email.

FAQ - and the Answers!

Some of the common questions we hear:

Q. I plan on having a web site designed in the future. Is there anything I should know in advance that would help to get it ranked high on the engines?

A.   This is the best time to start the optimization process. There are several things that you can do. The first and most important one is to obtain a domain name that includes your best keywords. Please call us for more information, as the "best keywords" are usually not what you think they are!

NEW

Q. Why do you say we need to make changes to our site every few months?

A.   One of the things that the search engines use to determine how high to rank a site is whether the site is "stagnant." The search engines can determine how long it has been since changes were made to a site. When they see that sites have had no changes made in a few months, they feel that the site is not up to date, and they penalize the sites for that. For that reason it is a good idea to try to add new content to your site as often as practical.

Andrew Moskowitz Esq., Client of the Month - June 2006

www.ammlawoffice.com

Andrew Moskowitz is an employment attorney and a New Jersey lawyer. In addition, he is admitted to practice in the State of New York. Mr. Moskowitz has been a practicing attorney since 1997. He is a graduate of Duke University and attended the Fordham University School of Law, where he graduated in the top 25% of his class. He is a member of the New Jersey State Bar Association, the Association of Trial Lawyers of America-New Jersey and the New York State Trial Lawyers Association.

Mr. Moskowitz is a senior associate with the law firm Deutsch Atkins, P.C.

From June 2001 until February 2006, Mr. Moskowitz was the principal of the Law Offices of Andrew M. Moskowitz.

Prior to forming the Law Offices of Andrew M. Moskowitz, he was associated with West Orange-based Alpert Butler & Sanders, P.C., and Gartner, Bloom & Greiper, P.C., which had offices in New York City and Iselin, New Jersey.

Mr. Moskowitz has handled a wide variety of litigation matters at both the lower court and appellate level. For example, he has handled numerous types of employment cases involving the Family and Medical Leave Act (and New Jersey's Family Leave Act); gender discrimination and sexual harassment; the Americans with Disabilities Act; race discrimination statutes; and, where the defendant is a governmental entity, First Amendment issues.

He has also represented both individuals and companies in commercial litigation, i.e. breach of contract cases. In addition, he has handled personal injury cases.

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Services Provided by Search Engines 411 Inc:

To start with, we provide you with a free initial analysis of your site. Email us your URL (just one URL per domain please) and you will receive your report within 24 hours. If you have any web-related needs not listed below, let us know!

Web hosting –
--- is included for our clients with SE411 Plan A. EMAIL us for the specifics of this plan.

Affordable customized web site hosting –
-- is available for those who do not choose the SE411 Plan A, priced individually according to need. As an example, a 3 or 4 page site with an unlimited number of email accounts including auto-forwarding, and real time statistics, normally costs $20 to $30 a month to host, with no setup fee.

Keyword Effectiveness Index –
-- to determine the best keywords for your site. Targeting the best keywords draws more potential customers to your site

Link popularity/ Link Reputation reports –
-- (including interpretation of the reports) plus help with improving the link popularity/ link reputation of your site

Analysis and evaluation -
-- of entire web site

Recommendations for source code changes –
-- that will optimize your site for the search engines

Assistance with accomplishing changes,
-- or we can make changes ourselves

Reports on your site status
-- with the major search engines

Submission –
-- of each of the pages on your site to over 100 search engines/ directories

Reports on competitors' status –
-- with search engines and directories

Recommendations on how to get your site to rank higher on engines than your competitors' sites do

Assistance with individual problems,
-- such as when your page has already been banned by a search engine because of an inadvertent error

Testing of your site
-- for accessibility using the various major web browsers and resolutions settings