

SEARCH ENGINES 411

web traffic
google page rank
site management

May 2006 Newsletter

Search Engines 411 Inc.
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Lynn Haven, Florida 32444

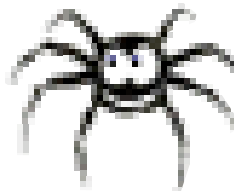
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Search Engine Information - For Optimizing Your Site

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

The spider - In order to have a basic understanding of “search engine optimization” you should first understand web spiders. Web spiders are actually programs that crawl the web gathering up information. They are also sometimes called robots, or bots. Although there are many kinds of spiders, the ones that we are most concerned with when optimizing your website are the spiders that the engines send out to gather information about the sites on the web, to deliver to the search engines so that your site will be indexed, or listed, on the search engines.



The first thing we need to do is to make sure that your website is spider-friendly, so that the spiders will be able to find all the pages on your site, and not get tangled up in the code on the site, and will be able to successfully gather up your site info to bring it back to the search engines. Doing this involves a lot of details that we will cover later.

The spider is your friend

The second thing we need to do is to make sure that what the spider brings back to the engines is what the engines want to see. There are more than 60 characteristics on each web site that should be “engine friendly,” in order for the engines to rank your site high on the SERPS (Search Engine Results Pages). How long it takes to optimize your site partly depends on how many of those characteristics need work.

Inside this issue:

The Spider	Page 1
Google's Sandbox	Page 1
FAQ	Page 2
A Little About Us	Page 2
Client of the Month	Page 3

Google's Sandbox

You may have heard that some web sites are not yet listed by Google (the largest search engine at this time) because the sites are in Google's Sandbox. The thought is that when sites are new to the web, Google does not index them right away - it puts them in the sandbox to play with the other new sites until they grow older. We look at this stage as the opportunity to develop the content and backlinks that Google likes to see on sites, so that the next stage is a high ranking on Google and the other major search engines.

A Little About Us

Search Engines 411 Inc.

May 2006

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

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.



We search for facts

The Web Sleuth - Online Investigative Services

850-271-3566

tbd

FAQ - and the Answers!

Some of the common questions we hear:

Q. How can I keep track of all my computer hardware and software serial numbers and versions?

A. There is a free program you can download very easily at www.belarc.com. It will provide you with a listing of all the hardware and software on your computer, which you can print out and keep in a safe place for that awful day when your computer crashes

Q. Why don't I see the most recent version of one of my web pages on my computer?



Close the browser and restart the computer

A. There are various reasons why this happens. The most common reason, that many are not aware of, is that despite clearing the cache and deleting history, often the old versions of web pages remain on computers. Usually (but now always) you can resolve this by closing your browser and restarting your computer. If this does not fix the problem,

feel free to call us at 850-271-3566 and we will help!

Elliot Lewis PC, Client of the Month - May 2006



elliotlewispc.com

Elliot Lewis is a NYC Attorney who recently came to us for development of his web site. elliotlewispc.com We obtained the domain name for him, and designed his site, which is hosted on our server.

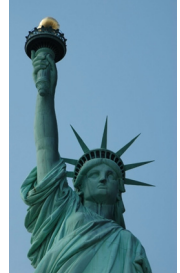
One very important thing we need to optimize a web site is quality "content" which is basically good informational text. Good content is like a scrumptious meal to search engine spiders; they love it!

Elliot provided outstanding content for us to work with and include in his site design.

By "building in" optimization in the design of his site, we were able to reach his targeted audience within about a month.

Try searching Google for "Elliot Lewis PC" Elliot has now been contacted by potential clients through his site. Congratulations Elliot!

For questions about the process of obtaining and maintaining a presence on the web, from the perspective of our clients, feel free to contact Elliot at www.elliotlewispc.com



elliotlewispc.com

site management

A partial list of the areas covered in Elliot's site is below:

- Elliot Lewis PC main page
- Who We Are
- Family Law
- Tenants' Rights
- Bankruptcy
- Criminal Law
- Medical Malpractice
- Obstetrical Malpractice
- Cancer Misdiagnosis Malpractice
- Emergency Room Malpractice
- General Practice
- Alternative Payment Arrangements
- Lattanzio v Lambardi
- DiPuma v. Arigo

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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