



WEBSITE VISIBILITY ON GOOGLE

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CAMBRIDGE TECHNOLOGIES

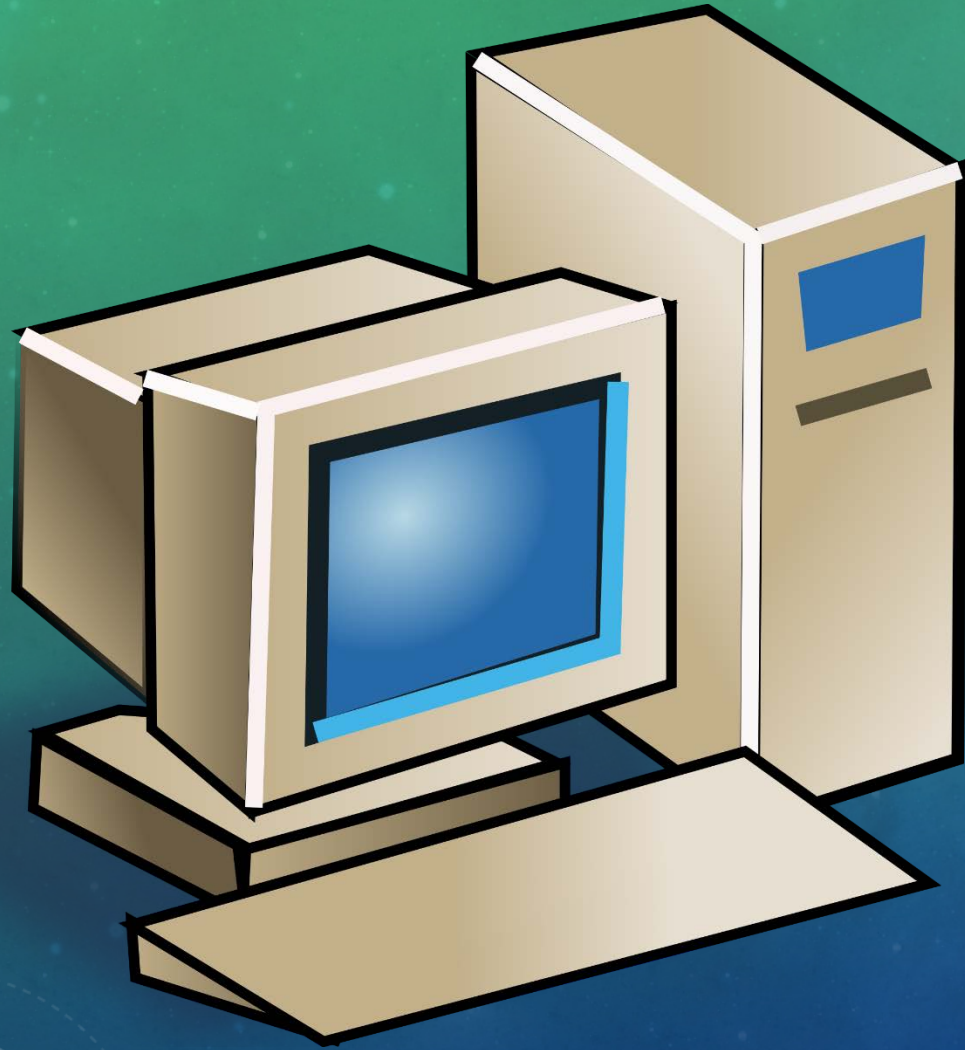


A LITTLE BIT OF BACKGROUND FIRST...

CREATING GOOGLE

- In 1996, a couple of nerds named Sergey Brin and Larry Page started working on a project to create a search engine, which they called BackRub (later renamed Google)
- They focused on developing a search engine that relied on a mathematical algorithm to rate the prominence of web pages.





THE WORLD WIDE WEB

- In the 90's, people started to create the first websites and they quickly realized they could make money off of them.
- They needed a way to direct traffic to their site in order for them to earn anything.

THE NEED FOR SEO?...

- As search engines started getting used more & more, website owners were trying to figure out how to make their websites show up in their search results.
- Thus, the practice of Search Engine Optimization was born!



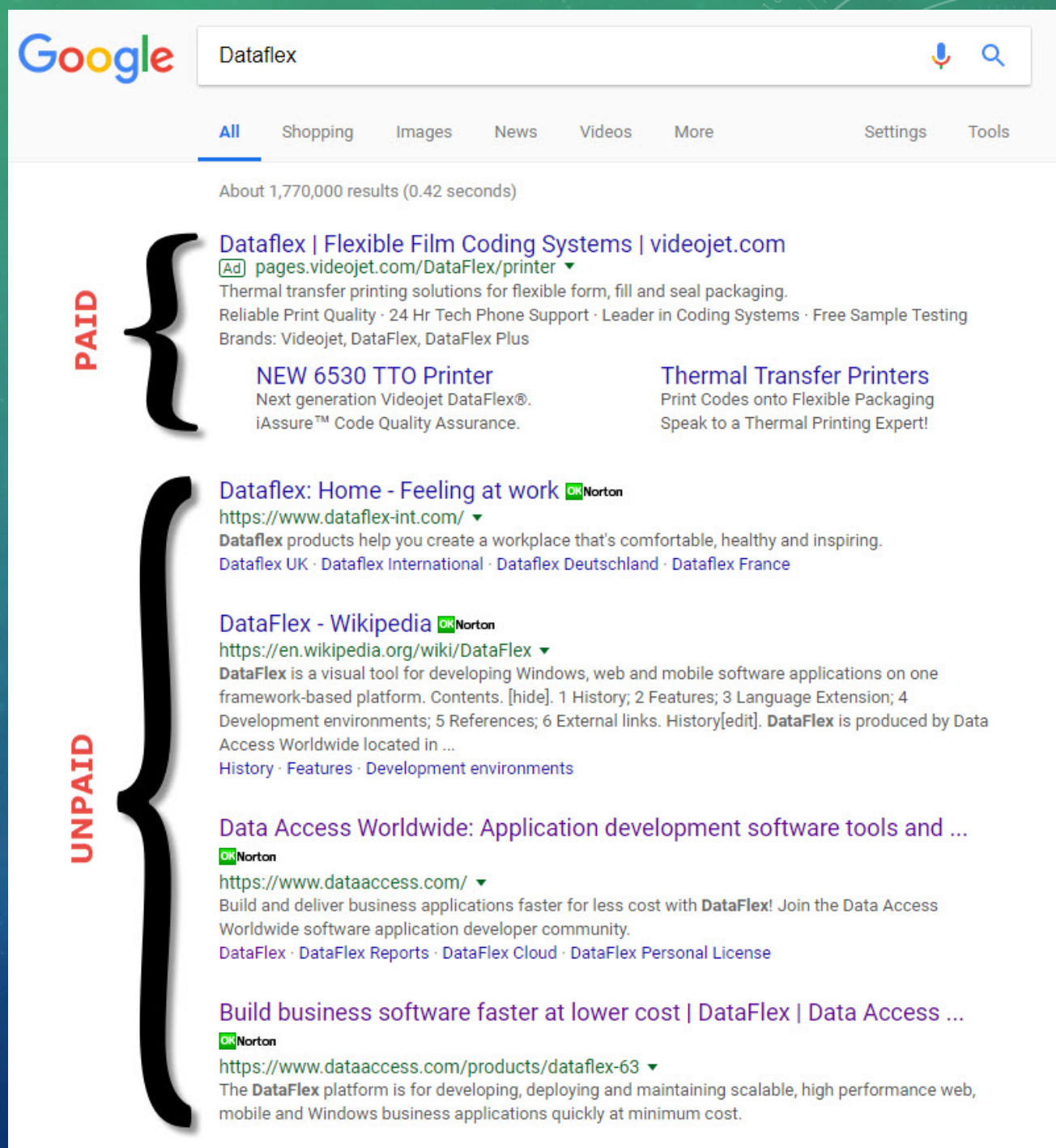
WHAT IS SEO?

AND WHY IS SEO NECESSARY FOR YOUR WEB APP OR WEBSITE?



Search engine optimization (SEO) is the process of affecting the online visibility of a website or page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.

WHAT DO I MEAN BY “PAID” AND “UNPAID”?



The image is a screenshot of a Google search results page for the query "Dataflex". The search bar at the top shows "Dataflex" with a microphone icon and a search icon. Below the search bar, navigation tabs include "All", "Shopping", "Images", "News", "Videos", "More", "Settings", and "Tools". The search results indicate "About 1,770,000 results (0.42 seconds)".

The results are categorized into two groups:

- PAID:** Indicated by a red "PAID" label and a large black curly bracket on the left. The results include:
 - Dataflex | Flexible Film Coding Systems | videojet.com**: An advertisement with a link to pages.videojet.com/DataFlex/printer. The description mentions thermal transfer printing solutions for flexible form, fill and seal packaging, reliable print quality, 24-hour tech phone support, and free sample testing. Brands listed are Videojet, DataFlex, and DataFlex Plus.
 - NEW 6530 TTO Printer**: A next-generation Videojet DataFlex® printer with iAssure™ Code Quality Assurance.
 - Thermal Transfer Printers**: Print codes onto flexible packaging; speak to a thermal printing expert.
- UNPAID:** Indicated by a red "UNPAID" label and a large black curly bracket on the left. The results include:
 - Dataflex: Home - Feeling at work**: A link to <https://www.dataflex-int.com/> with a Norton security icon. The description states that Dataflex products help create a comfortable, healthy, and inspiring workplace. Links for Dataflex UK, Dataflex International, Dataflex Deutschland, and Dataflex France are provided.
 - DataFlex - Wikipedia**: A link to <https://en.wikipedia.org/wiki/DataFlex> with a Norton security icon. The description explains that DataFlex is a visual tool for developing Windows, web, and mobile software applications on a framework-based platform. It lists contents, history, features, language extensions, development environments, references, and external links. It notes that DataFlex is produced by Data Access Worldwide.
 - Data Access Worldwide: Application development software tools and ...**: A link to <https://www.dataaccess.com/> with a Norton security icon. The description encourages building and delivering business applications faster and at lower cost with DataFlex, and joining the Data Access Worldwide software application developer community. Links for DataFlex, DataFlex Reports, DataFlex Cloud, and DataFlex Personal License are provided.
 - Build business software faster at lower cost | DataFlex | Data Access ...**: A link to <https://www.dataaccess.com/products/dataflex-63> with a Norton security icon. The description states that the DataFlex platform is for developing, deploying, and maintaining scalable, high-performance web, mobile, and Windows business applications quickly at minimum cost.



WHY IS SEO IMPORTANT?

- Keeps the search results fair
- Users trust search engines
- Cost effective way to drive traffic to your site

HOW DOES GOOGLE SEARCH REALLY WORK?

CRAWLING AND INDEXING

- Imagine the World Wide Web as a network of stops in a city subway system
- Each stop is unique page or other file (image, pdf etc.)
- Search engines need a way to crawl the “city” and find the “stops” along the way
- Links allow the search engines’ robots called “crawlers” , “spiders”, or “bots” to reach the billions of interconnected “stops” on the web



ANSWER MACHINES



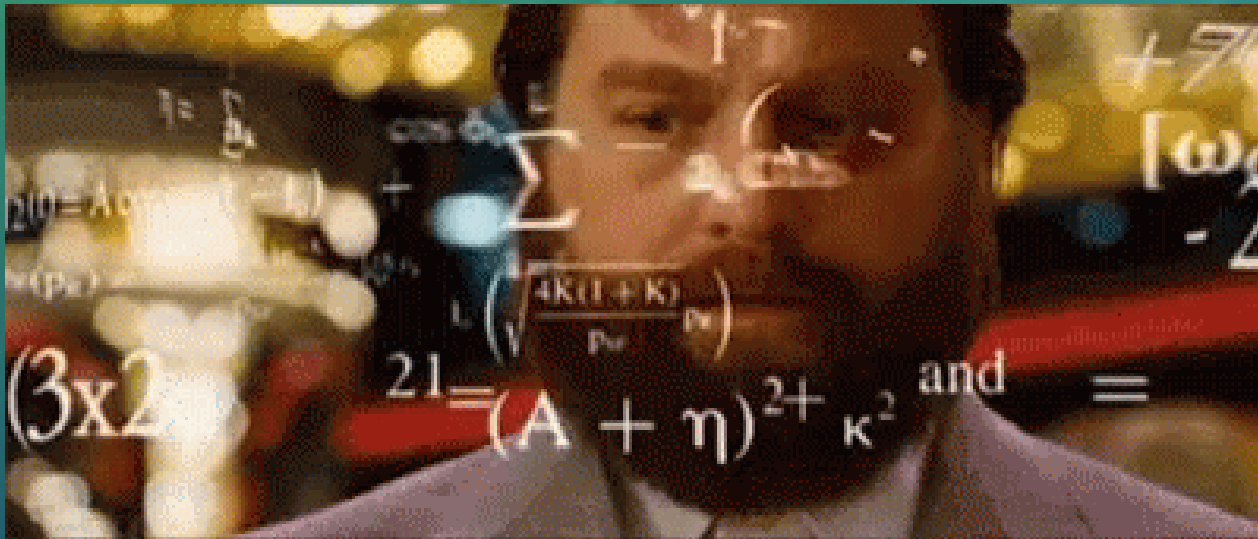
- Search engines are really just big answer machines
- When a person performs an online search, the search engine scours its database of billions of documents and does two things:
 - First it returns relevant results to the searcher's query
 - Second it ranks those results according to the popularity

HOW DO SEARCH ENGINES DETERMINE RELEVANCE AND POPULARITY?

- Popularity and relevance aren't determined manually
- Instead, the engines employ mathematical equations (algorithms) to sort the good pages from the bad (relevance), and then to rank the good pages in order of quality (popularity)
- These algorithms often comprise hundreds of variables



GOOGLE ALGORITHMS

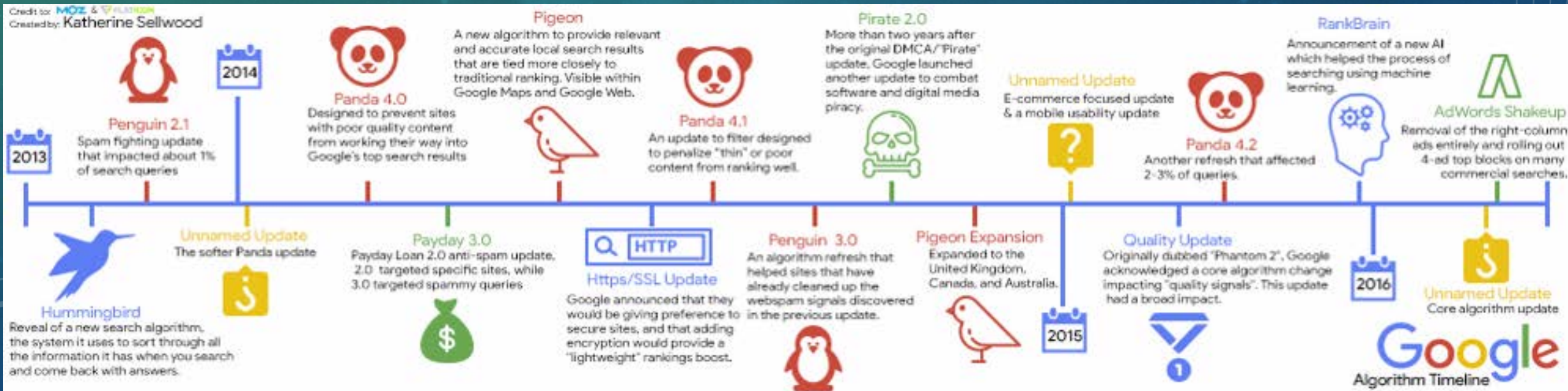


Link: <https://backlinko.com/google-ranking-factors>

- At the core of Google's algorithms is a simple goal: provide the best search experience possible
- Website creators have a lot to keep up with when they consider the 200 ranking factors outlined by Google
- There are some factors which are effectively out of our control, such as the ages of our sites and domain names
- However, many of these ranking factors are within our control

GOOGLE ALGORITHMS: A BASIC OVERVIEW

<https://www.link-assistant.com/news/google-algorithm-updates.html>



SEARCH ENGINE FRIENDLY DESIGN AND DEVELOPMENT

The HTML5 logo is prominently displayed on the left side of the slide. It features a large, orange shield with a white '5' in the center. A blue and white superhero character is shown from the chest up, holding the shield. The character has a blue suit with white gloves and a white 'S' on its chest. The background is a dark blue gradient with faint, glowing circular patterns and a small yellow speech bubble icon in the top left corner.

HTML

INDEXABLE CONTENT

- Your most important content should be in HTML text format.
- Images, Flash files, Java applets, and other non-text content are often ignored or devalued by search engine crawlers, despite advances in crawling technology.
- (There is an algorithm now that does analyze images and their tags)

CRAWLABLE LINK STRUCTURES

- Common reasons why pages may not be reachable:
 - Submission forms
 - Links in unparsable JavaScript
 - Links in flash, Java, or other Web-App plugins
 - Links on pages with many hundreds or thousands of links



KEYWORD USAGE AND TARGETING

PAGE TARGETING THE PHRASE “RUNNING SHOES”

TITLE: *Running Shoes for Runners Who Love High Quality, Comfortable Shoes*

H1 HEADER TAG: Find the Best **Running Shoes** to Fit Your Needs



BODY COPY: Some compelling text about the benefits of choosing the right **running shoes**, finding the brands and sizes that fit your feet and how to compare **running shoes** in an easy-to-follow, logical fashion. This would also be a good place to describe how different **running shoes** apply to different activities like trail running, long distance running, sprinting, etc.

ALT ATTRIBUTE FOR PHOTO: The Famous **Running Shoes** of an Olympian

URL: <http://www.yourdomain.com/Running Shoes>

- Search engines measure how keywords are used on pages to help determine the relevance of a particular document to a query.
- One of the best ways to optimize a page's ranking is to ensure that the keywords you want to rank are prominently used in **titles, text, and metadata**.
- Generally speaking, as you make your keywords more specific, you narrow the competition for search results, and improve your chances of achieving a higher ranking.



META TAGS

Meta tags are a proxy for information about a website's content.

Meta Description

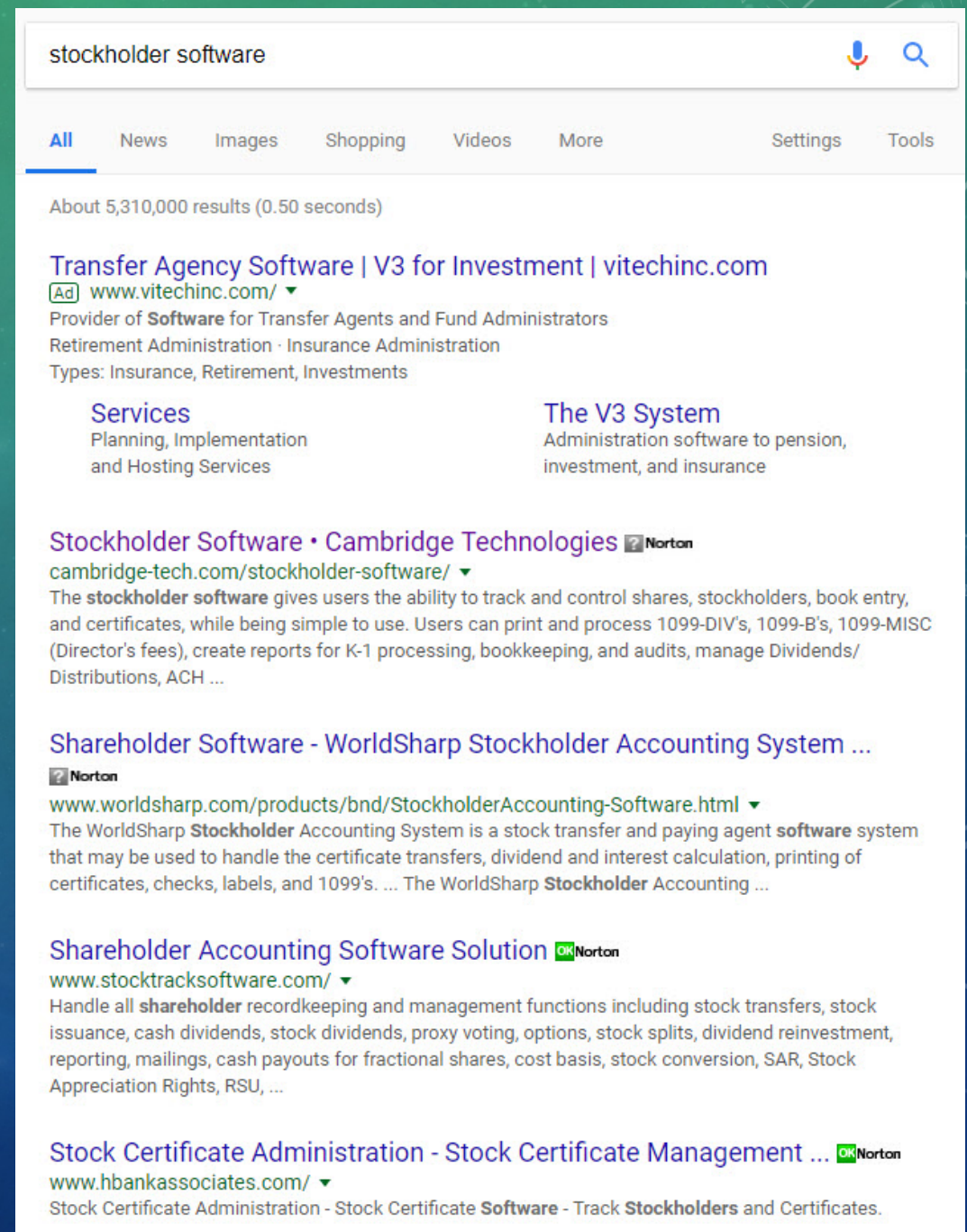
- A short description of a page's content
- Serves the function of advertising copy, drawing readers to your site from the results.
- Can be any length, but search engines generally will cut snippets longer than 160 characters, so it's generally wise to stay within in these limits

Meta Robots

- Can be used to control search engine crawler activity (for all of the major engines) on a per-page level.
- **index/noindex** tells the engines whether the page should be crawled and kept in the engines' index for retrieval
- **follow/nofollow** tells the engines whether links on the page should be crawled

TITLE TAGS

- The title element of a page is meant to be an accurate, concise description of a page's content.
- Length matters – only the first 65-75 characters of a title tag show in the search results
- Place important keywords close to the front



stockholder software


All News Images Shopping Videos More Settings Tools


About 5,310,000 results (0.50 seconds)


Transfer Agency Software | V3 for Investment | vitechinc.com
[www.vitechinc.com/](#) ▼
Provider of **Software** for Transfer Agents and Fund Administrators
Retirement Administration · Insurance Administration
Types: Insurance, Retirement, Investments


Services
Planning, Implementation
and Hosting Services

The V3 System
Administration software to pension,
investment, and insurance

Stockholder Software • Cambridge Technologies 
[cambridge-tech.com/stockholder-software/](#) ▼
The **stockholder software** gives users the ability to track and control shares, stockholders, book entry, and certificates, while being simple to use. Users can print and process 1099-DIV's, 1099-B's, 1099-MISC (Director's fees), create reports for K-1 processing, bookkeeping, and audits, manage Dividends/ Distributions, ACH ...

Shareholder Software - WorldSharp Stockholder Accounting System ...

[www.worldsharp.com/products/bnd/StockholderAccounting-Software.html](#) ▼
The WorldSharp **Stockholder** Accounting System is a stock transfer and paying agent **software** system that may be used to handle the certificate transfers, dividend and interest calculation, printing of certificates, checks, labels, and 1099's. ... The WorldSharp **Stockholder** Accounting ...

Shareholder Accounting Software Solution 
[www.stocktracksoftware.com/](#) ▼
Handle all **shareholder** recordkeeping and management functions including stock transfers, stock issuance, cash dividends, stock dividends, proxy voting, options, stock splits, dividend reinvestment, reporting, mailings, cash payouts for fractional shares, cost basis, stock conversion, SAR, Stock Appreciation Rights, RSU, ...

Stock Certificate Administration - Stock Certificate Management ... 
[www.hbankassociates.com/](#) ▼
Stock Certificate Administration - Stock Certificate **Software** - Track **Stockholders** and Certificates.



```
<html>
```

```
<head>
```

```
<title>Stockholder Software</title>
```

```
<meta name="keywords" content="stockholder software, stocks,  
shares, banking, 1099, stock tracking, shareholder">
```

```
<meta name="description" content="The Cambridge stockholder  
software gives users the ability to track and control shares,  
stockholders, book entry, and certificates, while being simple to  
use. ">
```

```
</head>
```

```
<body>
```

```
    Here is the website body
```

```
</body>
```

```
</html>
```




Dataflex



All

Shopping

Images

News

Videos

More

Settings

Tools

About 1,770,000 results (0.42 seconds)

Dataflex | Flexible Film Coding Systems | videojet.com

[Ad](#) pages.videojet.com/DataFlex/printer

Thermal transfer printing solutions for flexible form, fill and seal packaging.

Reliable Print Quality · 24 Hr Tech Phone Support · Leader in Coding Systems · Free Sample Testing

Brands: Videojet, DataFlex, DataFlex Plus

NEW 6530 TTO Printer

Next generation Videojet DataFlex®.

iAssure™ Code Quality Assurance.

Thermal Transfer Printers

Print Codes onto Flexible Packaging

Speak to a Thermal Printing Expert!

Dataflex: Home - Feeling at work

<https://www.dataflex-int.com/>

Dataflex products help you create a workplace that's comfortable, healthy and inspiring.

[Dataflex UK](#) · [Dataflex International](#) · [Dataflex Deutschland](#) · [Dataflex France](#)

DataFlex - Wikipedia

<https://en.wikipedia.org/wiki/DataFlex>

DataFlex is a visual tool for developing Windows, web and mobile software applications on one framework-based platform. Contents. [hide]. 1 History; 2 Features; 3 Language Extension; 4

Development environments; 5 References; 6 External links. History[edit]. **DataFlex** is produced by Data Access Worldwide located in ...

[History](#) · [Features](#) · [Development environments](#)

Data Access Worldwide: Application development software tools and ...

<https://www.dataaccess.com/>

Build and deliver business applications faster for less cost with **DataFlex**! Join the Data Access Worldwide software application developer community.

[DataFlex](#) · [DataFlex Reports](#) · [DataFlex Cloud](#) · [DataFlex Personal License](#)

Build business software faster at lower cost | DataFlex | Data Access ...

<https://www.dataaccess.com/products/dataflex-63>

The **DataFlex** platform is for developing, deploying and maintaining scalable, high performance web, mobile and Windows business applications quickly at minimum cost.

RESOURCES

<https://moz.com/blog>

<https://builtvisible.com/javascript-framework-seo/>



ANY
QUESTIONS?