



Stanford
Design & Communications

Search Friendly Web Sites

A Brief Overview of the Processes Involved

In today's internet environment it is a difficult and time consuming process to make any web site sufficiently search friendly that it will enjoy substantive levels of valid traffic.

Stanford ignores the usual discussion about "clicks" and "hits", etc. - focusing on VALID traffic.

We consider valid traffic to be represented by:

- real substantive enquiries (sales leads) for a web site that is not e-Commerce or
- the level of incoming orders for e-Commerce web sites.

Stanford considers a web site to be search friendly only if either of these two characteristics are increasing consistently.

Every Stanford designed and built web site contains the following array of code devices that contribute to the objective of increasing visitor traffic:

1. Establish which pages in the site are important enough to be configured to attract search activity. We refer to those as "landing pages" or pages that are configured as targets for the search-bots that roam the web - these can include:
 - important product/services pages,
 - the "Home" page,
 - the "About Us" page,
2. Search friendly page names and page titles,
3. A list of keywords for each landing page – optimally 8 to 10 words/phrases each.
4. A "description" for each landing page - 1 to 2 concise sentences each,

Finally, we strongly urge clients to participate in appropriate industry associations if economically feasible, particularly those that will install a link to the owner's web site. Valid "incoming" links are critical to the success of any search configuration work.



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Advanced Optimization

For situations where the site owner encounters aggressive competition for "position", Stanford will quote an "advanced search optimization process" that includes:

1. Submission of all keywords and page descriptions to an analyst for an initial testing to determine their effectiveness. Some will be discarded and replaced.
2. Additional tests will be performed on an ongoing basis. Some will be discarded and replaced, as required.
3. Install an enquiry form and construct a database that saves the data supplied by each individual that uses the form. The database is accessible to the site owner and can be used by the owner for subsequent analysis, marketing and promotion purposes. That database will also be used by Stanford to evaluate progress over the course of the project. It is essential that the saving and use of the enquiry data be properly explained to the visitor – then it is the visitor's choice to proceed.
4. Stanford at some point may recommend that the owner purchase "ad" space on selected web sites. These web sites generally come to Stanford's attention as a result of the testing performed on keywords and description sentences.
5. Expect the project to take approximately one year to complete. An increase in visits to the owner's web site will become apparent within the first quarter and will continue to improve over the duration of the project.