

SEO for www.sitepen.com

Search Engine Specifics

Info based on the search for *Web Application Development*

Google

Most advice given in this document is targeted at Google. We do fall in the top 100 which is very good.

Yahoo

Yahoo unofficially accepts "donations" to raise your search engine ranking. I don't know how to go about this. I do know it was a fact a few years ago. They may not do it anymore, but I'm pretty sure they do. We're in Google's top 100, but we don't even RANK in Yahoo's 1000 listings. And Yahoo's results look different than anyone else's, resembling Yellow Pages ads.

Bing

Microsoft's search algorithm looks to be similar to Google's which is good (because Yahoo looks completely bought). What's bad is we don't rank.

Ask

Also similar to Google. Again we don't rank.

Keyword Strategy

Note:

KI wrote this document before I did the [Keyword Analysis](#) document. The findings there showed that much less emphasis should be placed on *Web Application Development* and much more on *Support, Consulting, Training and Dojo*. However, the general SEO of this document still applies.

I do think that Web App Dev should be the title of the home page and the focus of the site since it is what we do, but it should be understood that we get no search results from this. Searches lead to other pages besides the home page - we rarely if ever have a search land on the home page. More on that is in the Keyword Analysis.

Keyword Sets

By looking at the sitepen website, the apparent initial strategy for keywords is *Web Application Development*. This is a good first start (and what I will focus in the website recommendations), but the keyword strategy needs to be explored further. I assume we have a few other sets of keywords we should focus on immediately.

For example, *Dojo* is not very prominent on the home page. The ROI for targeting *Dojo* is probably a great deal higher than targeting *Web Application Development*. Competitors should be analyzed and holes in their strategies should be found and used for targeting more specific searches.

Marketing

General

One of the ways that Google decides upon your ranking is by external links. SitePen probably already has this established and may even be the sole reason we show on Google's top 100.

It may be worth hiring an inexpensive marketing "guy" (not agency) that can blast press releases for us. These press releases show up in many tech web-magazines and assorted news sites. The readership of these sites is not so much the point as getting high level external linkage. Of course the web presence is nice too.

LinkedIn

Leveraging LinkedIn would be an example of getting more SitePen presence.

Google Ad Sense

Paying for keywords should be explored. Google Ads may or may not bring business, but it would be a way of raising a presence for SitePen. If it's a few hundred dollars a month and gets X views and X clicks, it may be worth it. It is probably **not** worth paying for premium keywords to get on the first page of listings.

However, as indicated above, while paying for *Web Application Development* may not be worthwhile, paying for other more specific sets of keywords may. They may actually lead to potential revenue if they are specifically inherent to SitePen. For example there are no ads for the search term *Dojo Development Services*. It would seem this combination would cost as little as a nickel per click and give the added value of presence for no cost.

Website Recommendations

Page Title

Title of home page is:

Web Application Development - SitePen, Inc.

This is good if those are the only search terms you are looking to latch on to, and if that's how you want the search result to look. Which it does. Most SEO experts suggest a different title for each page (which there is). But the other pages need to be analyzed to be sure their titles are in sync with search results.

No H1 tags

H1 should be: SitePen, Inc. - Web Application Development

This text could be moved with CSS `left:-2000px;` and replaced with a logo background image.

(an exception can be made for this; see 'Repeating Words')

Page Description

No H2 tags

H2 should be a description of SitePen and all of its services. Needs to have the words *Support, Training, Workshops Consulting, AJAX, JavaScript* and *Dojo* in it.

Note this is not only VERY important to the search engine but to visitors as well. This should be prominently displayed, probably under the header.

Suggestion:

<h2>

Web Application Development, UI Design, Training, and Support, specializing in AJAX, JavaScript, Persevere, DWR, and CometD, from the Creators of the Dojo Toolkit

</h2>

META tags

There are no meta tags and most importantly, no description. The meta-description is what the search engines use as the blurb under the title and describes *what we do*. Google is using *UI Design and Development from the Creators of the Dojo Toolkit* (note the spelling error). It's interesting this particular text was pulled from the alt attribute of a link halfway down the page.

```
<meta name="description" content="Web Application Development, UI Design, Training, Consulting, and Support, specializing in AJAX, JavaScript, Persevere, DWR, and CometD, from the Creators of the Dojo Toolkit" />
```

More META

Because they've been so abused, Google doesn't use them. But you'll sleep better at night if they're there:

```
<meta name="keywords" content="SitePen, Dojo Toolkit, Dojo, Dijit, Dojox, Persevere, DWR, CometD, AJAX, Training, Support, Consulting, Development, JavaScript, HTML, CSS, Design" />
```

Even More META

Meta tags may not always help rankings, but they do give search engines the warm fuzzies.

```
<meta name="robots" content="all" />
```

```
<meta name="robots" content="index, follow" />
```

```
<meta name="revisit-after" content="30 Days" />
```

```
<meta name="author" content="www.sitepen.com" />
```

```
<meta name="owner" content="info@sitepen.com" />
```

```
<meta name="copyright" content="Copyright (c) 2009 SitePne, Inc." />
```

```
<meta name="language" content="English" />
```

```
<meta http-equiv="content-language" content="en" />
```

```
<meta name="distribution" content="Global" />
```

```
<meta name="abstract" content="Similar to content" />
```

```
<meta name="rating" content="general" />
```

```
<meta name="classification" content="Computer and Internet" />
```

Links / Title / ALT attributes

NOTE: I didn't realize that I was confusing title attributes and alt tags. Consider them synonymous.

ALT-content is not used properly as evidenced by the fact that Google chose one of the few alt tags in our page to use as the description of our site. Currently all links to the home page use alt="Home". This is weak, and can be leveraged with alt="SitePen Web Application Development Home Page" Further, the remaining alt tags can be utilized to make the site more semantic. Links to support could use alt="SitePen Web Application Development Support"

Currently there are H3 tags styled as the boxes under the large image which should be links (or have links directly beneath them instead of DIVs) for the search engines to follow. H3 tags are of relevant importance and inspected for content, but there should be a link associated with it as well.

One could make them linked to textually content as shown in the graphic, but kill the actual page change with JavaScript.

Sitemap

<http://www.sitemaps.org/protocol.php>

Sitemaps don't have to be complicated. And they are a great way of telling the search engines to crawl our blogs more often than other pages.

Mini-Home Pages

For example:

/services/webAppDev.php

All targeted keyword sets should be treated as mini-home pages.

Important note: In the site redesign, existing links need to be kept, to maintain current standings with search engines.

Repeating Words / Textual Content

This is probably the most important topic on this page, even more so than the H1 tags listed first. But this requires a rather drastic UI change to fully implement it (it can be done partially).

I assume for now that *Web Application Development* are the primary keywords we are looking to associate with. I'd recommend possibly an article written by "The SitePen CEO" explaining what Web Application Development is, why you need it and why SitePen should do it for you. The article needs to **repeat these words as often as possible**. Note the use of H1 and H3 tags. Also not H1 and H@ tags should only ever be used once per page.
Example:

CEO Letter

<h1>SitePen's Extraordinary Web Application Development</h1>

- by Dylan Schiemann

The meaning of Web Application Development has changed. Only a few years ago Web Application Development meant a team of server side engineers and one person who would display the Web Application with HTML and CSS. Today's thick client web applications now demand as many or more members on the client team as on the server team.

<h3>Our Web Application Development Team</h3> --- h3 tags because we want H2 to be the page description

SitePen's Web Application Development team has been developing AJAX web applications since before the term AJAX was even used. They've developed many of the JavaScript technologies in use today, and have expert knowledge in UI Design, including when and where to use the latest web application standards such as HTML5 or CSS3.

<h3>Our Web Application Development Experience</h3>

SitePen has developed web applications for some of the giants of the industry, including Sun Microsystems, Thompson Reuters....

<h3>Why Offshoring and Outsourcing Sucks</h3>

Arguments for that go here.

NOTE: I wrote that example before even looking at services/webAppDev.php. There is certainly a lot of good stuff there. It needs to go on the home page.

*NOTE: I wrote that example before the keyword analysis. **That should be scrapped and based on our Support.***

Site Redesign

The website fails in SEO. That's because the site was designed as an HCI and not an interface for search engines. The site and design should be restructured to target search engines first and foremost. Design should happen afterward.

Search engines gather information, so they will be most attracted to sites that offer the most, and the most clear, information. SitePen should restructure to be more of an

information-portal than that of a slick magazine advertisement that wins design awards. This is not meant as criticism toward the current design - I love the site design (the influence is obvious on [clubajax](#)), even more so than what I'm suggesting here. Unfortunately, that gorgeous large pic on the home page is called a LUG (large useless graphic). Let's face what the job is of the website **in this order**:

1. To get hits from search engines
2. Provide information to the visitors
3. To look great.

One thing to keep in mind however is that search engines don't read all the content on the page - they stop at 50k (last I heard). This is the reason you hear about using CSS to push the nav HTML at the bottom of the text but still display it near the top. Keeping all these points in mind, the home page should be constructed of:

1. Keywords (designed into text, alts and links, not as in meta-keywords)
2. Descriptions
3. Links
4. Alt attributes
5. CEO Letter

Home Page Content

I suggest the following sections/panels/divisions of content for the home page:

Text

The home page is void of text, which is fine from a usability perspective, but not from an SEO perspective. There needs to be a prominent display of the 'letter from the CEO' type of content with the intent to describe web application services in depth.

Links

All pages that have pertinent content should be clearly and descriptively linked from the home page. "Support" is not sufficient. "Web Application Support" is better. If the page starts to get cluttered, a nested list of links and alt attributes can be utilized.

AJAX Content Widgets

AJAX can be used effectively for SEO if planned properly (often it's not).

The purpose of a content widget is to get more information on the page for the *search engine*, but present only a portion of it *to the user* at a given time. A box with tabs could be used to distribute content. The 'CEO Letter' could be in a block with a 'next' button, showing a paragraph at a time (not unlike what the large graphic on the home page does now, only with text).

CEO Letter Widget

Can page through content

Services Widget

Allows use of screen space while still getting all info on page

Technologies Widget

Get these technologies on the home page. This is how we can sneak Java or even .NET in there.

Blog Widget

The Blog widget should have a few 'featured blogs' with short SEO-friendly descriptions under their titles. Then the latest two title could be shown.