

# **Search Engine Marketing New Yahoo Guidelines**

*Presented by:*

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Class begins at 7:00 pm with a review of information about current developments in Internet Marketing, followed by presentation of the topic of the evening, ending at 9:00 pm.

**(Materials used in the class presentation will be available for download from [http://www.small-business-consultants.net/small\\_business\\_resource/Internet\\_marketing\\_clinic.htm](http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm))**

# **Yahoo! Search Site Guidelines**

## **Pages Yahoo! Wants Included in Its Index**

- Original and unique content of genuine value
- Pages designed primarily for humans, with search engine considerations secondary
- Hyperlinks intended to help people find interesting, related content, when applicable
- Metadata (including title and description) that accurately describes the contents of a web page
- Good web design in general

# Yahoo! Search Site Guidelines

- Yahoo! strives to provide the best search experience on the Web by directing searchers to high-quality and relevant web content in response to a search query.
- Unfortunately, not all web pages contain information that is valuable to a user. Some pages are created deliberately to trick the search engine into offering inappropriate, redundant or poor-quality search results; this is often called "spam." Yahoo! does not want these pages in the index.

# Yahoo! Search Site Guidelines

## What Yahoo! Considers Unwanted

- Pages that harm accuracy, diversity or relevance of search results
- Pages dedicated to directing the user to another page
- Pages that have substantially the same content as other pages
- Sites with numerous, unnecessary virtual hostnames
- Pages in great quantity, automatically generated or of little value
- Pages using methods to artificially inflate search engine ranking
- The use of text that is hidden from the user
- Pages that give the search engine different content than what the end-user sees

# Yahoo! Search Site Guidelines

## What Yahoo! Considers Unwanted (2)

- Excessively cross-linking sites to inflate a site's apparent popularity
- Pages built primarily for the search engines
- Misuse of competitor names
- Multiple sites offering the same content
- Pages that use excessive pop-ups, interfering with user navigation
- Pages that seem deceptive, fraudulent or provide a poor user experience

# Yahoo! Search Site Guidelines

- Yahoo!'s Site Guidelines are designed to ensure that poor-quality pages do not degrade the user experience in any way. As with Yahoo!'s other guidelines, Yahoo! reserves the right, at its sole discretion, to take any and all action it deems appropriate to insure the quality of its index.