

## **Sitemaps Shows Google Penalties For Your Site**

<http://www.google.com/webmasters/sitemaps/siteoverview?hl=en&msg=2>

Now that everyone can use Google Sitemaps, Google decided to transform Sitemaps into webmaster's corner. Webmasters who use Sitemaps will get detailed information about penalties for their site. If your site doesn't follow Google's guidelines and uses hidden text, cloaking, doorway pages or sneaky redirects, it may be removed from the index. If you use Google Sitemaps, Google will confirm the penalty and offer you a **reinclusion** request specifically for that site

<http://www.residential-landscape-lighting-design.com/Sitemap.asp>

## **Reasons For Using Google Sitemaps**

1. One of the first things a search engine robot looks at when it arrives at a website is the site map link.
2. Allow ease of use for your visitors
3. Ability for easy indexing for search engines
4. Achieving website usability and SEO in one move.
5. Make sure your site map is directly linked to your homepage, and that it is a text link.
6. Better crawl coverage and fresher search results to help people find more of your web pages.
7. A smarter crawl because you can tell Google when a page was last modified or how frequently a page changes.
8. Detailed reports to learn more about how Google directs traffic to your site and how the Googlebot sees your pages

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## **Google Adwords Tool.**

<https://adwords.google.com/select/KeywordToolExternal>

1. Fill in the gaps for "seasonal key phrases"

landscape lighting  
outdoor lighting  
residential lighting  
home lighting  
bathroom lighting  
kitchen lighting

1. Target XML, blogs, and newsletters with specials using "key phrase specific" for that particular month.
2. Run monthly ads by categories or brand name by month.
3. Find niche key phrases

## **Generate keywords from any Webpage (Site Related Tab)**

<https://adwords.google.com/select/KeywordToolExternal>

## **Price Shopping vs. Brand Name**

1. You must be price competitive
2. Branding Of Other Manufacturers Products.
3. Bundling Or Kits
4. Price does not necessarily decide the sale (Content, usability, ease of navigation and credibility)

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## **Website Usability and SEO**

How website usability goes hand in hand with good SEO.

1. Ease of navigation,

2. Text Links
3. Size of fonts,
4. Design & SEO.

## Navigation

A navigation path is a sequence of pages that the visitor viewed from the moment the visitor enters the site to the moment they leave, including navigation paths taken by search engine spiders.

### Text Links

– The best navigation system is one that contains text links, both for usability and for SEO. Hiding links within JavaScript or other unreadable code, or buried in Frames pages or images, doesn't allow a search engine to follow your navigation system, and it also makes it difficult for those with accessibility issues to follow as well. The best solution for this is to include additional text links for visitors and search engines to follow.

### Anchor text

- 1. Anchor text is the words used in a hyperlink to point a user to another web page or website.
- 2. Anchor text is important for optimization because it is another opportunity for you to include your keywords, and tell a search engine why this link is relevant to your content. This is also important in a usability sense because it directs a visitor to the linked page while giving them an idea what the link is about.

### Breadcrumbs

- The breadcrumb trail provides information to users as to where they are located within the site, and it offers shortcut links for users to "jump" to previously viewed pages without using the BACK button, other navigation menus or buttons, or using a keyword search. Breadcrumbs also give search engines an easy navigation path to follow to find all the pages of your site. Using breadcrumbs is not only a good idea for your visitor; it also gives search engine spiders a path to follow for every page within the website.

### Titles

**Using clear, concise titles** will not only inform your visitors what your site is about when they find it in the search engine results, but it also helps a search engine determine the relevancy of your site to its indexed pages.

A search engine has the capability of scanning the context of a web page, and determining if the title is indeed a good match. Visitors also don't like to click on a search engine result with a title, only to find out that the web page has nothing to do with what they were looking for, and that the title was misleading. Make sure your titles are short, directly to the point, and most importantly, an accurate assessment of the content of the page.

### Directories and Target Marketing

**Average surfer spends 7 seconds deciding whether to stick around.** Statistics show that web users like to visit sites that have what they need not more than a couple of clicks away from the home page or landing page. If a web user has to go through a dozen links in order to get to what they are looking for, they will very likely give up in frustration, and then move on to the next site offering what they need.

<http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2003-40,GGLD:en&q=patio+lights>

**In the same way, many search engines don't crawl more than a couple directory levels deep.** If the meat and potatoes of your site is deep within the site structure, you can count on those pages not being crawled or indexed quickly, if at all. Even if you have a great navigation structure and breadcrumbs in place, it is very hard on a search engine server's resources to have to crawl deeply into a website's structure.

[http://www.residential-landscape-lighting-design.com/outdoor\\_lighting.htm](http://www.residential-landscape-lighting-design.com/outdoor_lighting.htm)

## Fonts and Headings

1. Do not use tiny text it is not easy for web visitors to read, and if they have to struggle to read your content, there is probably a good chance that they won't even try.
2. Search engines give more weight to text that is bigger than text that is small. It's also important to a web visitor that they can read the text without having to strain their eyes due to the color of the font or the background.
3. It's difficult also for your web visitor to read **flashing, scrolling, or blinking text**. Search engines tend to disregard these things as well, so avoiding this type of font behavior is usually best.

## Headings

- The World Wide Web Consortium recommends using heading tags to structure an HTML document. <H1> through <H6> gives natural stopping and starting points in a web page, but also alerts a visitor to the various sections of the page. Many search engines do take these headings into account as being important in the context of the page.
- Organizing your pages into sections is a good idea for both structural, navigational, and organization purposes, both for the site visitor and the search engines.

<http://www.residential-landscape-lighting-design.com/bathroom-lighting-tips.htm>

## Clean Design & Load Time

**A clean and uncluttered design is usually a win-win situation** for both your visitors and the search engines. The simplest and most cleanly coded websites are usually the ones that are visited and crawled the most, since many people know that they will find what they are looking for and where to find it; they usually are **repeat visitors** as well. Search engines also like to crawl sites that are not heavy on their resources. Anytime a search engine has to wade through a website in order to find the content, it taxes the search bot's resources, and may make it spider the site less often.

**Cleanly coded and compliant HTML** makes for easier development for the next web designer to make changes to content. Being able to find your way around someone else's code is important to new inductees having to look at a page for the first time. Being able to find their way around makes it easier for proofreading, editing, updating content, and fixing site issues that may prevent spidering or ranking well.

## Extra tags

- It's also my belief that the <font> tag will soon be deprecated, with the popularity and more browsers conforming to CSS standards. Other tags like <b> and <i> and others are already being replaced with other tags, but in a text to code ratio analysis, all those HTML tags will affect these ratios considerably. Keeping them to a minimum is in your best interest. For example, instead of a tag for a table cell looking like this:

```
<td><td width="350" height="200"><td align="center">
```

It should be more like this:

```
<td width="350" height="200" align="center">
```

There are many situations where using an HTML editor, like FrontPage, will add in those extra tags if you make changes at a later time, whereas other editors like **DreamWeaver** will group

them together for you. Consolidating these tags are not only more search engine friendly, but it enables you to create cleaner code for easier updating later.

### Scripts

– I Using JavaScript links or links embedded in a Frames, shock & flash layouts are difficult for search engines to follow. But also, all that code in the <head> section and throughout the body of your web page can make crawling more resource intensive for a search engine. It may look incredible, but if search engines don't want to crawl and index the page, it doesn't help people find your pages. Plus, all that code clutters up your pages. It's better for you to **offload your code to an external file if at all possible, like with JavaScript or CSS styles.**

<http://www.w3.org/Style/Examples/011/firstcss>

CSS - CSS, or Cascading Style Sheets, is a very search engine friendly language, because many times CSS is put into external files, since **search engines seem to disregard the CSS styling** anyways. There really is no reason to keep CSS styles within the <head> section of your web page when you can easily reference the external style sheet in the page, and keeping your code tidy and your text to code ratios more in tact.

**People generally read left to right and top to bottom.** They tend to scan the first sections of the page before making a determination as to whether this page is what they are looking for or not. Similarly, a search engine scan the text in the same order: left to right, top to bottom. **A search engine determines that the content at the top and left of the page is far more important than the content to the right and at the bottom of the page.**

Marketing analysis shows that people tend to disregard content to the right of a page more so than they would if the content was on the left side. This has to do with the way we read. Google currently is reanalyzing its AdWords positioning, and testing other areas to put their ads for this very reason.

### Stats to Help with Usability & SEO

#### 1. Adjust Web Site Ranking

<http://stats.residential-landscape-lighting-design.com/>

**2. Your website statistics can help you identify where your visitors are going, or tend to go, and then you can streamline your site accordingly.** If your visitors get hung up on a page that has no place else to go, then navigation path statistics can help you determine where those visitors are getting stuck. You can then alter your navigation of those pages to make it easy for your visitors to get back to where they want to be.

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### What is Content, and How Much is Enough?

1. Surfers are looking for Information.
2. Your customer doesn't have the actual product in front of them; at best, you're giving them a picture of the product. And you're asking them to trust you with their credit card information. If they're at all Net-savvy, they've probably heard about the risks of identity theft. You want to make them as comfortable as possible, and the only way you can do that – since you can't actually stand there and hold their hand – is by giving them **as much information as possible.**
3. You want to rank high in the SERPs
4. Content is not one sentence linking to another site
5. Content must be organized.
6. **Use thumbnail images and prices** [http://www.residential-landscape-lighting-design.com/store/PPF/Category\\_ID/552/products.asp](http://www.residential-landscape-lighting-design.com/store/PPF/Category_ID/552/products.asp)

**This site is what not to do** <http://www.offthedeepend.com/c-2-cheesylightscom.aspx>

**This is the goal:** <http://www.amazon.com/gp/product/B00005041K/103-4408714-3825467?v=glance&n=286168>

## **Search Engines & Content**

1. The goal of a search engine spider is actually very similar to the goal of a person; it's looking for information. To some degree, you may have to blind yourself a bit to "see" like a search engine spider. It can't see any graphical elements. All a spider can see is text. That means if you expect to rank at all in the search engines, you'd better have relevant text.
2. Don't fake content; just sit down and write the real thing

Web surfers, on the other hand, have short attention spans. You do want to give them everything at once, but you want to give it to them in small, short, easily digestible chunks. Think about almost any newspaper article you've read. In the first paragraph or two, it tells you all of the most important points about the story: who, what, where, when, how, and why. If you keep reading, you'll get more details, of course, but you don't absolutely need them.