



# Search Engine Marketing Web Site Construction (in Microsoft FrontPage)

*Presented by:*

Dick Myers

Class begins at 7:00 pm and ends 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))**





# Primary Considerations

- Hosting company must offer Frontpage support.
- Frontpage is simple tool with fairly low “startup” requirements.
- Code generated by Frontpage is inefficient.
- Offers many features in “wysiwyg” environment.
  - “what you see is what you get”

# Design Issues

- Site is primarily “static” pages.
  - Not oriented to moving elements.
  - Amenable to search engine indexing.
  - Focus is on content.
- Basic design concept is simplicity with limited graphics.
  - Contributes to speedy load times.
  - Easy to develop and manage.
  - More complex requirements for handling user input will not be addressed.

# Principles of Design

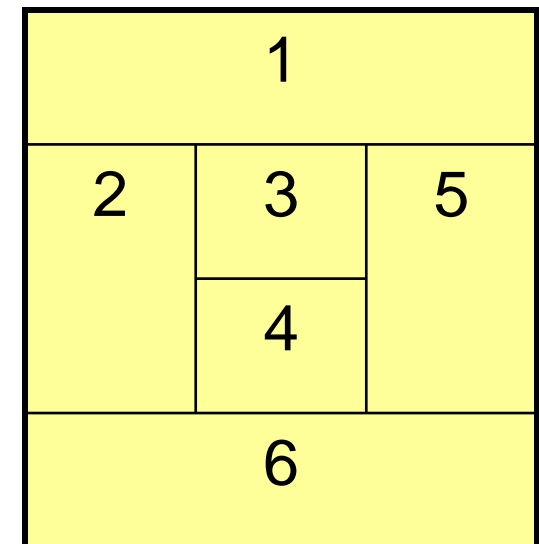
- Concept presented illustrates principles that are important
  - Different ways to solve issues addressed
  - Adapt principles to your specific needs
- Principles:
  - Simple, fast loading pages
  - Text-oriented development
  - Graphics used only to enhance site impression
  - Structure designed around keyword concepts
  - Developed to provide narrow focus on areas of interest
  - Page structure sensitive to search engine processing

# Page Structure

- Based on four focal areas of page
- Considers sequence in which spiders read page
- Allows for determining emphasis that different content on the page will receive

# Spider Behavior

- Reads top to bottom, left to right.
- Reads text only, skips graphics.
- Recognizes elements like Title, Metatags, formatting, links, etc.



# Limitations of Approach

- Not really suitable for large or complex sites.
  - Extensive product lines with lots of detail.
  - Database driven sites will serve these needs much better.
- Works for small retail sites or informational sites.
  - Use 50-200 pages as a rough guideline.

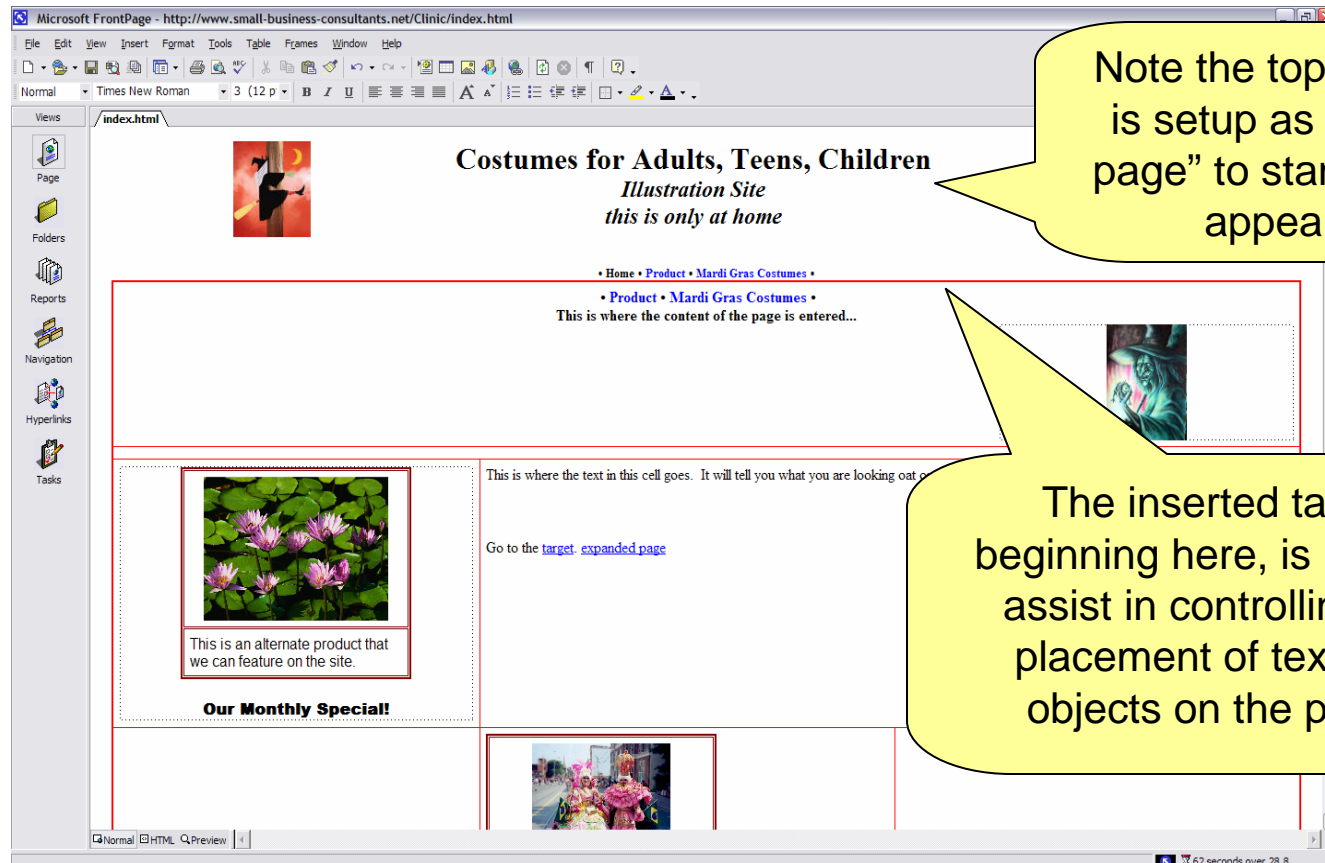
# Setting up Your Page Format

- Use tables to contain page content.
- Define width in terms of “percent”.
- Allows content to expand to fit screen.
- Prevents “left-right” scrolling to read content.
- Provides for placement and spacing of content elements.
- Note that layout changes with screen sizing.
  - Can have an impact when fixed size elements are added to pages.
- Tables can be “nested” to support complex content placement.





# Sample “Home Page” Layout

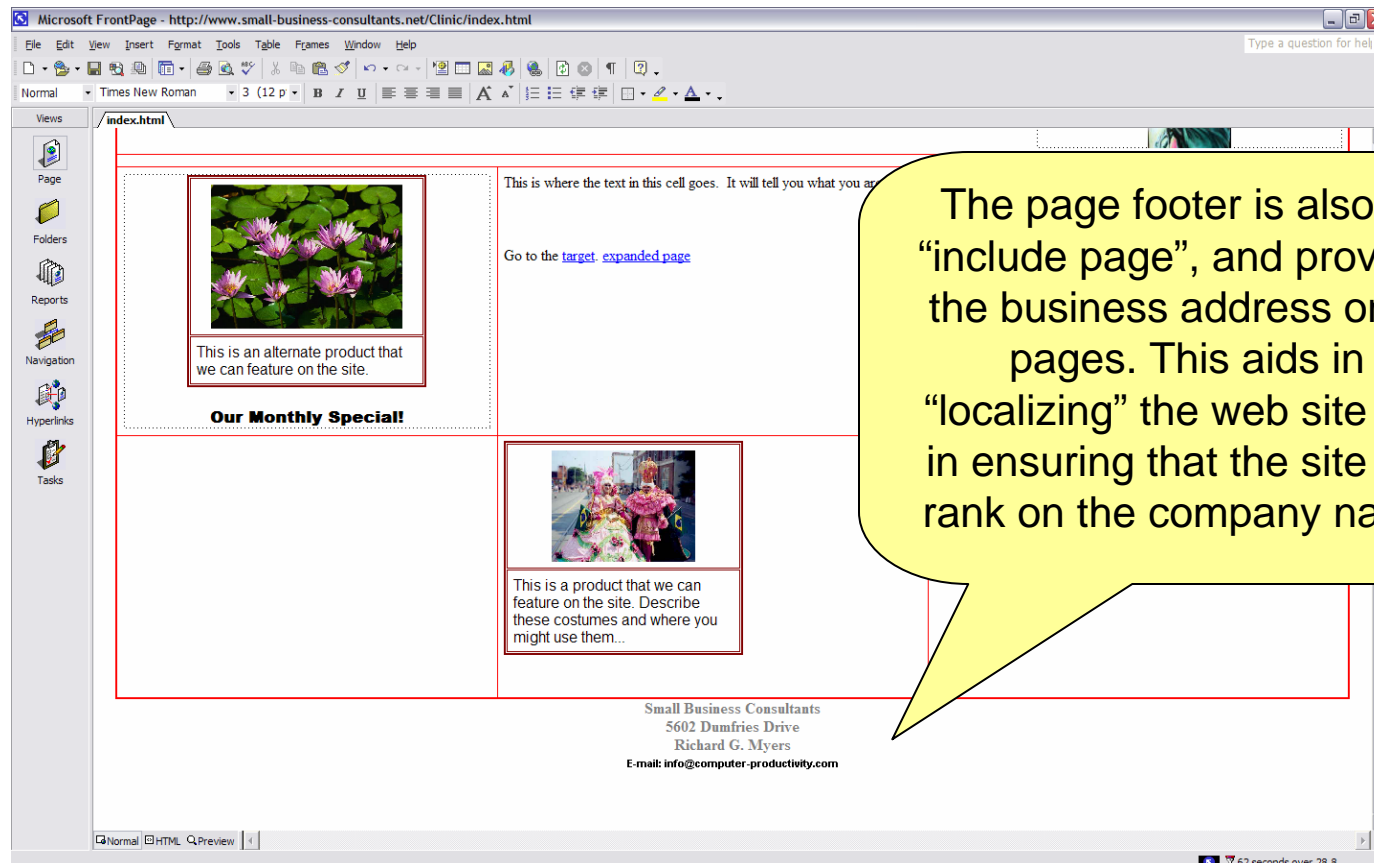


Note the top of the page is setup as an “include page” to standardize the appearance.

The inserted table, beginning here, is used to assist in controlling the placement of text and objects on the page.



# Lower Half of Sample



The page footer is also an “include page”, and provides the business address on all pages. This aids in “localizing” the web site and in ensuring that the site can rank on the company name.

3/22/2004

{Site-construction}



<http://www.small-business-consultants.net>



# Before Redesign: Original Homepage

## (an example from EyeTools)

- The Client.com is the website that 12 subjects were asked to visit.
- As you can see from the website, the site seems fairly straightforward and easy to read.
- On the following pages see how this page performed.



3/22/2004

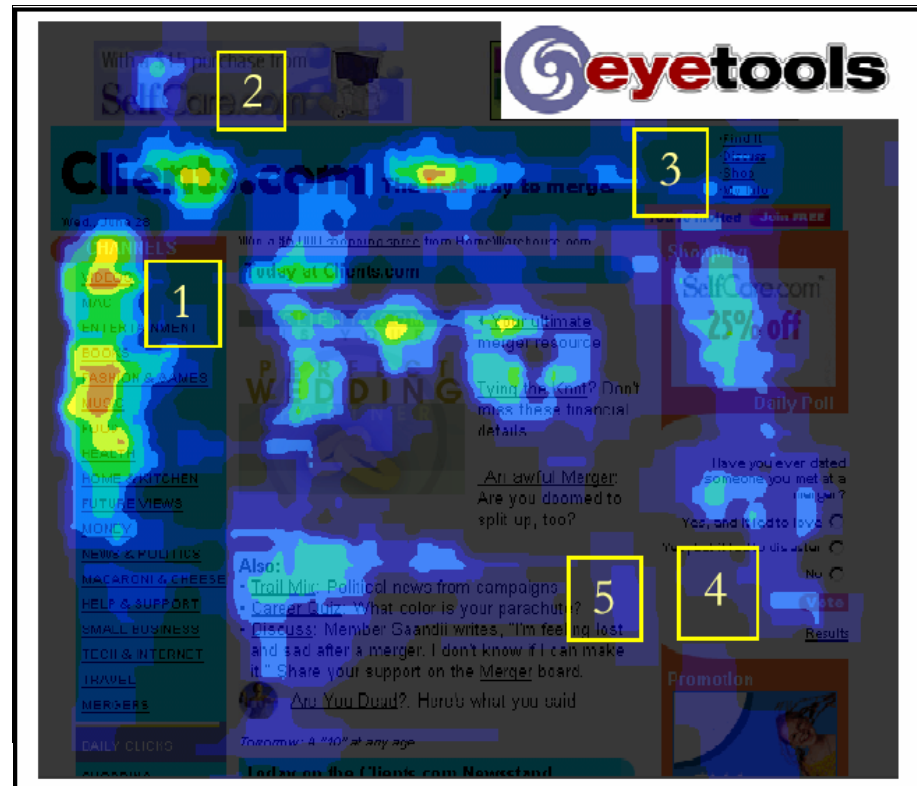
{Site-construction}



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# Before Redesign: Heatmap Analysis

- Eyetools analysis revealed that the web site was failing to guide visitors to its content.
- This heatmap identifies the positive visual “hotspots” where subjects looked on the page.
- People look most at the left navigational bar (yellow and orange).
- Even so, not everybody looked at the nav bar – only 70% of the people even bothered.
- The rest of the site (the dark blue or black areas) attracted no one’s eyes, or only those of one person.
- The yellow and red areas indicated where subjects looked the most, whereas dark blue and black show areas that were not seen at all.



# After Redesign: Improved Homepage

- Improved display of navigation elements draws all visitors' eyes.
- Left nav is still a stronger hotspot, other areas have become hotspots as well.
- Titles effectively draw attention, enabling visitors to focus on content that interests them.
- Left nav successfully pulls visitors' eyes to the bottom of the column.
- Column of paid content -specifically redesigned to pull visitors' eyes down the page.

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The screenshot shows the redesigned homepage of Clients.com. At the top, there is a green header with the site name and a search bar. Below this is a blue navigation bar with links to various sections. The main content area is divided into several columns. On the left is a vertical navigation menu. The center column features a large advertisement for 'PERFECT WEDDING PARTNER' and several text-based articles. The right column contains a series of small, colorful boxes for different business categories, each with a link to more information. At the bottom, there is a section for 'HOT SPOTS' and a list of sponsors.

**Clients.com** The best way to merge...

Height: 5 7 Weight: go!

**Clients.com** Search: [enter a keyword] | full search and help

Find It | Discuss | Shop | My Info | **Understand the ROI!!!**

Hot Topics: General Education | Current Events | Important People | Corporate Background | A La Mode

**Channels**

- [Video](#)
- [Mac](#)
- [Enjoyment](#)
- [Books](#)
- [Up Market Sales](#)
- [Fashion & Games](#)
- [Music](#)
- [Exercise](#)
- [Shelter](#)
- [Physical Building Blocks](#)
- [International](#)
- [Future Views](#)
- [Pure Action](#)
- [Current Events](#)
- [Enterprise](#)
- [Technology](#)
- [Getting There](#)
- [Partnerships](#)

**HOT SPOTS**

- [War Zones](#)
- [Danger Brewing](#)
- [Guns and Roses Living Large](#)
- [George Patton](#)

Wednesday, June 28

In the news | [Stay Informed On Management Techniques.](#)

**CLIENTS.COM IS YOUR PERFECT WEDDING PARTNER**

[So Much Has Changed In The World](#)

[There is much to inspire.](#)

[Survival \\*\\*](#)

[Can You Do What It Takes?](#)

[There is much to learn from those senior to us](#)

[Stay Tuned](#) Where To Go From Here?

[Distress \\*\\*](#)

[What does your future hold?](#)

[Delight](#) No place like home

[Stay Fit \\*\\*](#)

[Road Trip](#)

[How to use technology to your advantage](#)

[Message board: So Much To Do](#)

[Equator: Who do you want in the jungle?](#)

[Now You Can Breathe](#)

[The Middle East Has Got It.](#)

[Message board: Learn to cope](#)

**Operations**

- [Factory, Outsourcing, HR, more categories](#)

**Customers**

- [Bulge Bracket Firms Highest Margins?](#)
- [Middle Tier: Great Opportunity Exists](#)
- [Mom & Pop Tough to Cover Costs](#)
- [Finding Opportunities Where None Are Seen](#)

**Suppliers**

- [Volume Vendors](#)

**Cost Cutting**

- [Get a Increase your Margins With special software!](#)

**Making It Big**

- [Live the Life of luxury!](#)

**Special Sponsor Sections**

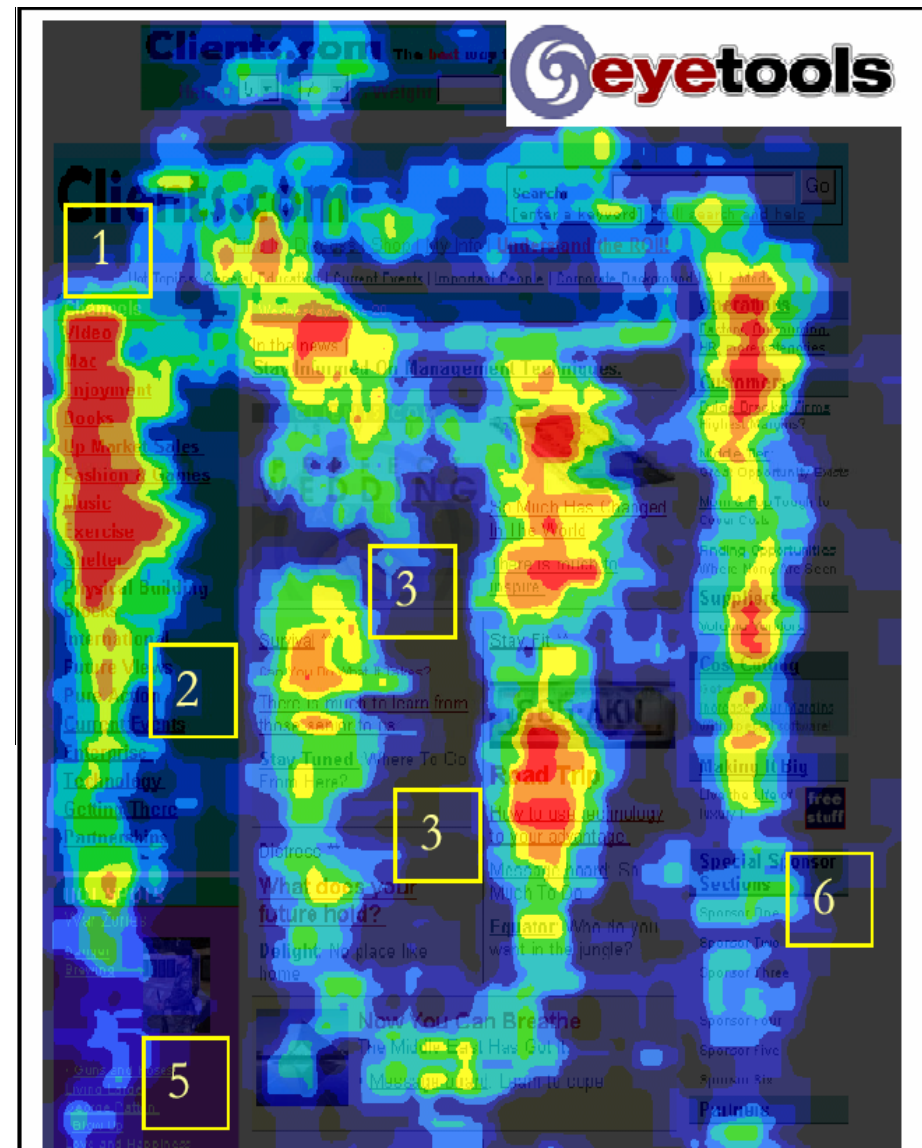
- [Sponsor One](#)
- [Sponsor Two](#)
- [Sponsor Three](#)
- [Sponsor Four](#)
- [Sponsor Five](#)
- [Sponsor Six](#)

**Partners**



## After Redesign: Heatmap Analysis

- Improved display of navigation elements draws all visitors' eyes.
- The left nav is still a stronger hotspot, and other areas have become hotspots as well.
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# Physical vs. Functional

- Physical structure
  - refers to the directory structure of the site.
- Functional structure
  - refers to the navigational structure of the site.

# Physical Structure

- Directories create possibilities for keyword emphasis.
  - Physical structure is reflected in URL's of pages.
- Structure can affect search engine coverage.
  - Search engines may not crawl deeply embedded pages.



# Functional Structure

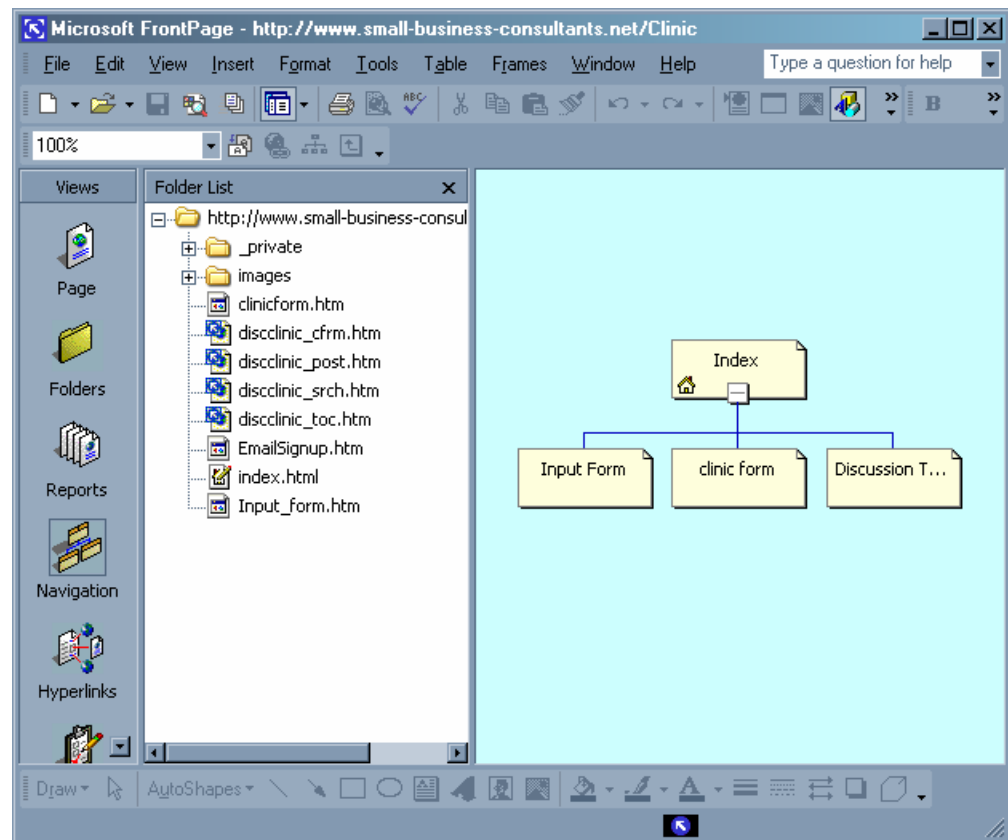
- Contributes to ease of use by visitors.
- Can be used to enhance page rank of selected pages within site.
- Assists search engine spiders in finding pages within the site.

# Navigation Principles

- Aim is to provide easy to use, succinct path for your site visitors to follow.
- You want them to access content using the fewest possible mouse clicks - no more than three clicks in fact.
- Known as the 'three click rule': any page within a site should be no more than three clicks from the home page.

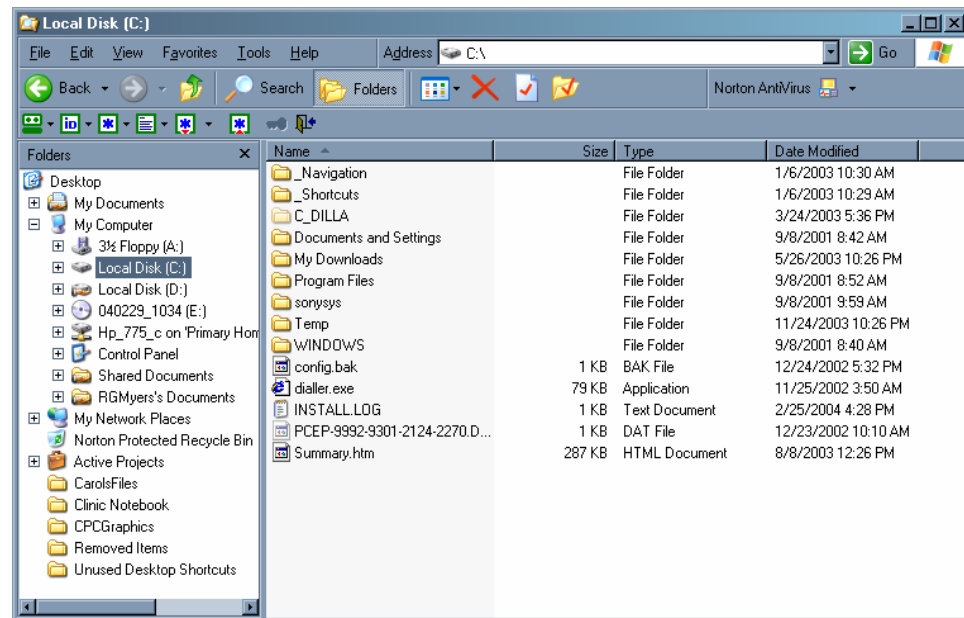
# Directory vs. Navigation Structure

- Note the Directory structure on the left panel.
- Navigation structure in the right panel.



# Directory Structure

- Observe Directory structure in Explorer.
- Directory is organization of files into folders.

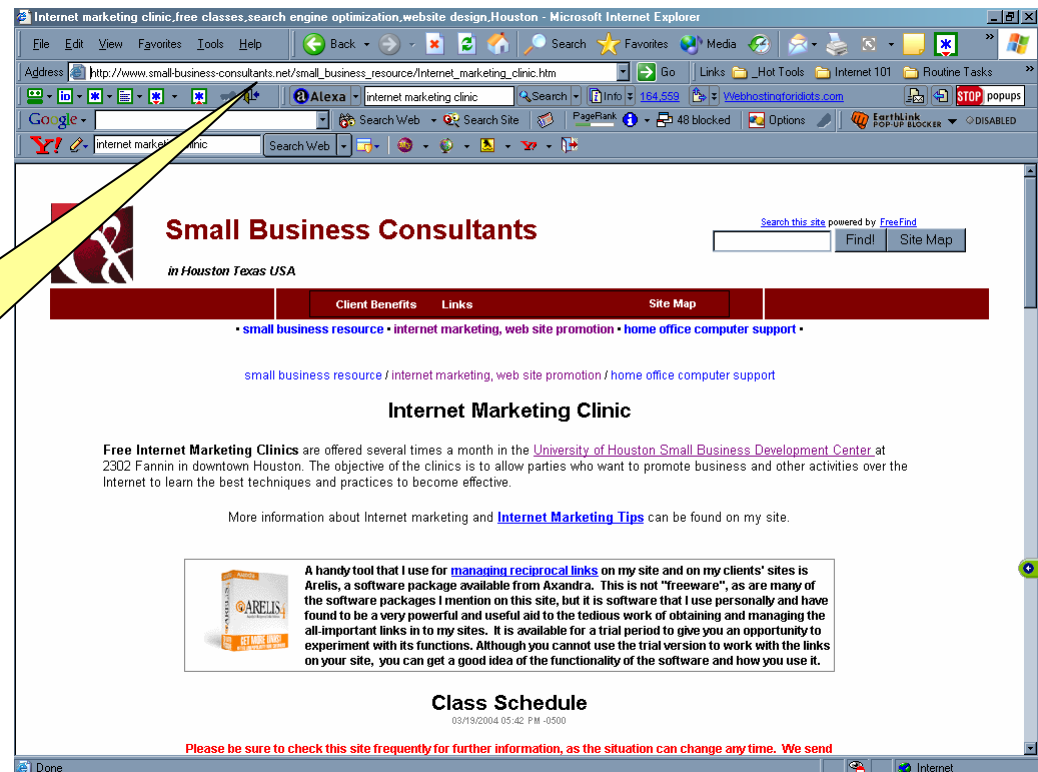




# Directory Structure on the Web

- Directory structure becomes part of URL.

Note that the Folder names become part of the URL of the page!



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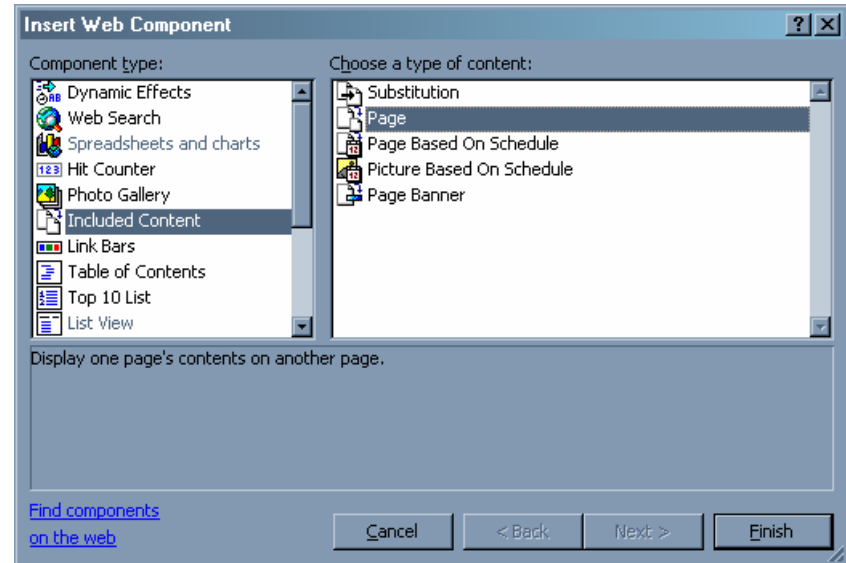
# Use “Include Pages”

- Create a page for the site header and one for the site footer.
- Use tables defined in percent.
- Store in a separate folder(?) for convenience.
- Design can vary for different pages, if desired.
- More pages can be designed for “left nav” or “right nav”, if appropriate.
- Pages can also be designed for use as variable inserts to be used throughout site.



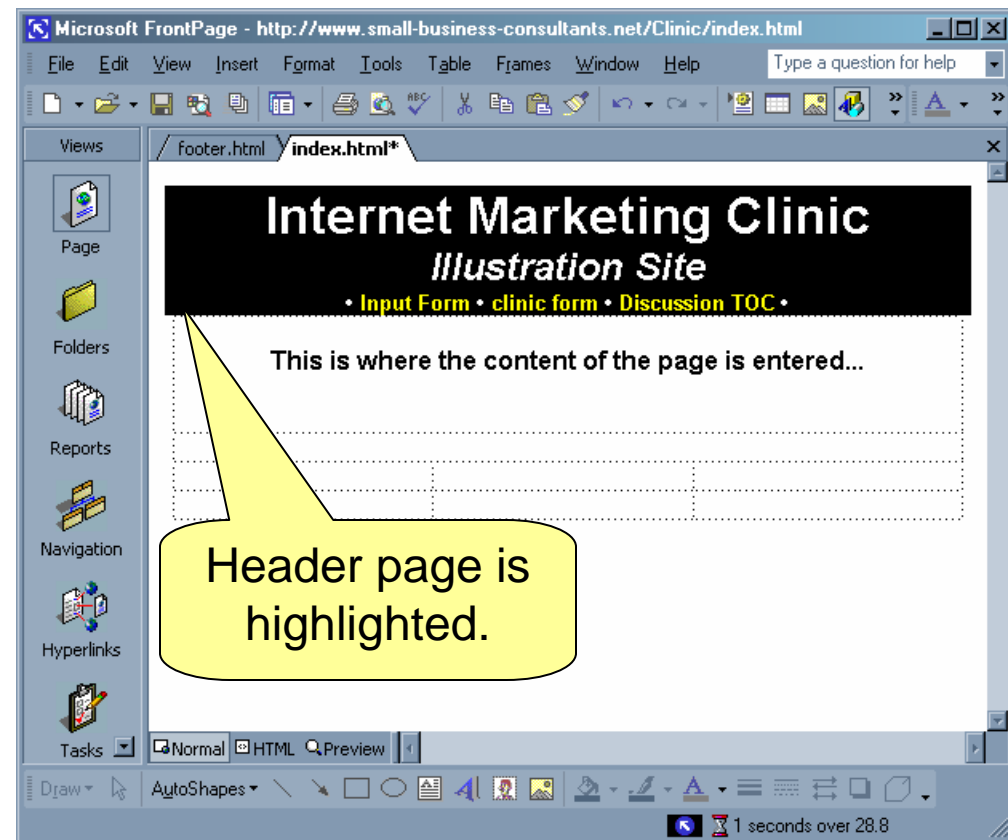
# Place Include Pages

- Place cursor where page is to be inserted.
- Choose “Insert”, “Web Component” to insert Include Page.
- Select “Included Content” and “Page”.
- Choose “Finish”, then “Browse” to pick page to include.



# Included Page

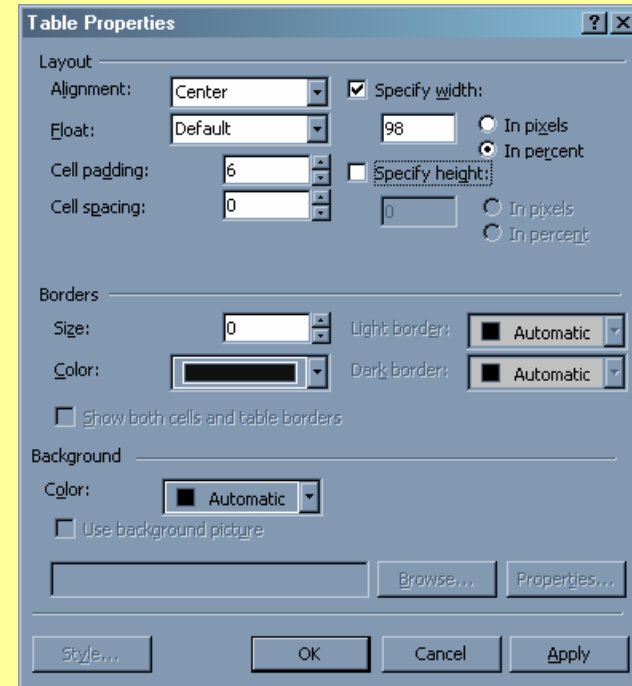
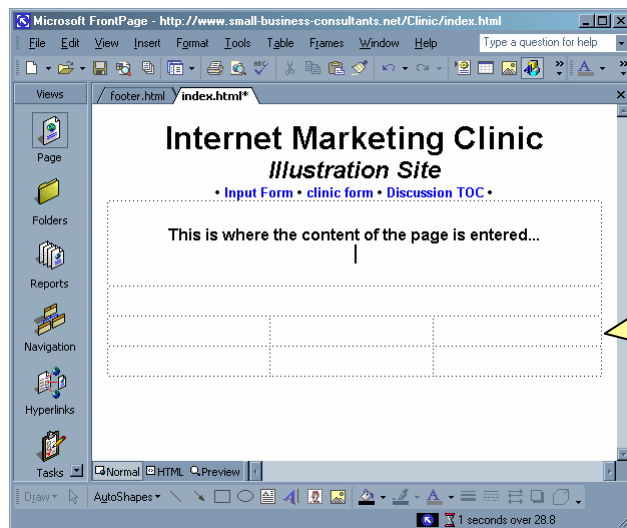
- Note placement of “header” page include.
- Note basic navbar included on header page.
- Placement of footer bar on page follows same technique.





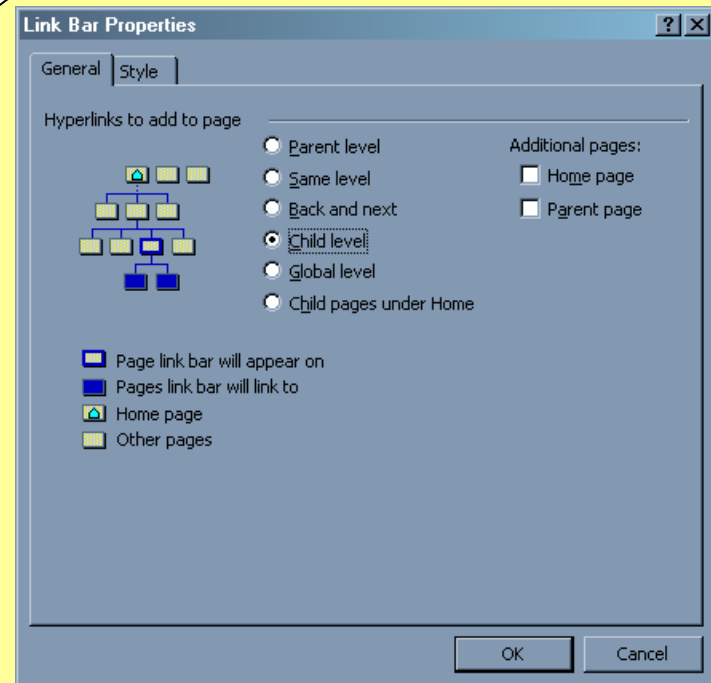
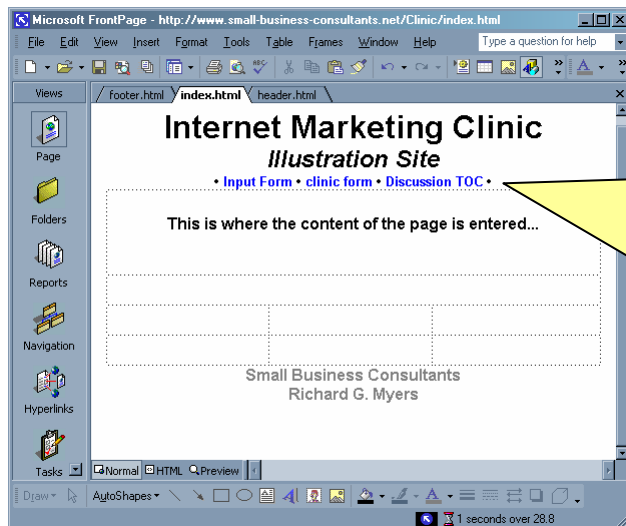
# Table Parameters

- Note parameters of primary table on page.
- Note that page is not saved!



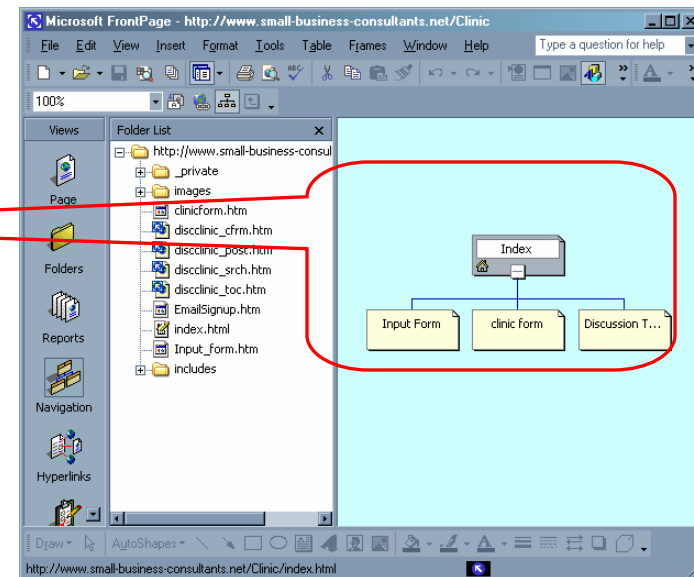
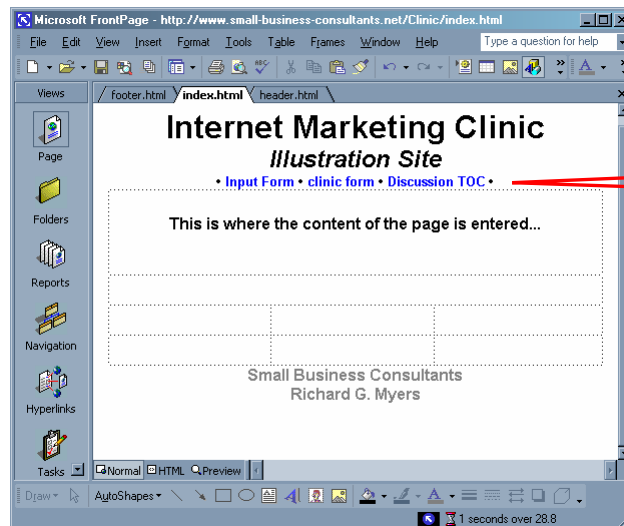
# Link Bar (“navbar”) Creation

- Note how pages to be included are identified in “Link Bar Properties”.



# Link Bar vs. Navigation Structure

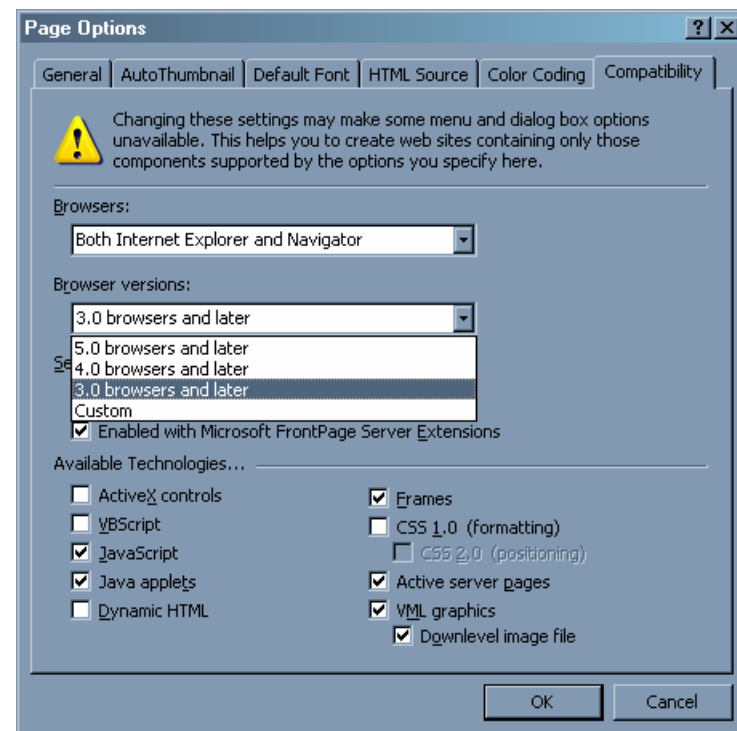
- Note relationship of link bar content to navigation layout.
- Note titles and link page names.





# Setting up Frontpage

- Choose “Tools”, “Page Options”, and the “Compatibility” tab to set preferences for your site.
- Select “3.0 browsers...” to choose HTML standard.
- Review other options as desired.





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# END OF PRESENTATION



- Time for your questions?

