Effective WEB Site Implementation for Business and Educational Purposes

2014
The Internet environment is characterized by:

- Billions of web-sites and the rapid growth of data sources;
- Resultant exponential growth of online information; and
- Periodic changes in the algorithms which govern search results.

How to ensure web site visibility on the Internet?

Visibility of WEB source clearly defined around CONTENT =&gt;

- Creation of content implementing search engines guidance;
- Creation of « user-appealing » content.
How best to ensure web site visibility on the Internet via Panda?

The Google algorithm called Panda was created to detect and promote quality content within search results taking into consideration the quality of WEB resources.

To ensure web site visibility on the Internet with Panda:

- Provide unique content;
- Provide quality content;
- Provide search machine optimized content;
- Provide « user » optimized content; and
- Respect natural density on key words in texts, titles, and meta-tags.

How best to ensure website visibility on the Internet via Panda?

Adjustment of Google algorithm known as Panda was created to detect and promote quality content within search results.

Official guidance proscribes:

- Automatically generated content or translation,
- Misleading redirections;
- Hidden texts;
- Doorway pages;
- Cloaking;
- Misleading content;
- Misleading keywords.

The Google algorithm known as Penguin was created to detect and promote quality content within search results taking into consideration the quality of referencing techniques.

To ensure web site visibility on the Internet with Penguin, avoid the use of:

- Artificial backlinks;
- Hidden and obsolete links;
- Same anchor text in links pointing to a given source;
- Referencing with low quality or a suspicious sources.
- Be referenced with WEB sources related to thematic content; and
- Be referenced through social networks.

Critical Success Factors for being visible on Web

- Defined positioning strategy and content for targeted public;
- Unique content;
- Natural density of keywords in all pages, titles, URLs, H1-H6;
- Right position of key information on the page;
- No artificial backlinks;
- No Black Hat search engine optimization (SEO) techniques;
- Make the website 'accessible' - WCAG standards (W3C); and
- Animate WEB sources through regular news and other inputs!