

***part 2: search engine  
optimization***

**there is no trick or  
"silver bullet"**

**SEO requires hands-on work**

# the anatomy of a search engine

**search engines base results  
on usage of web standards**

**robots, crawlers, spiders  
and slurpers**

**robot = text-only link follower**  
**(most primitive)**

**crawler = robot + meta tags**  
**(used to rule the web)**

**spider = creates a web of links**  
**(the current basis of search engines)**

**slurpers = caching your site on  
their server  
(google cache, yahoo ???)**

**search engine algorithms**

**the anatomy of your website**

**title and alt tags**

**header tags <h1> - <h6>**

**anchor tags (links)**

**meta tags**

**page file names matter**

**robots.txt**

**(limits access for search engines)**



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broken arrow coffee shop

Search

[Advanced Search](#)  
[Preferences](#)

Web

Resu

[Arabica Dabra's Coffee House - Broken Arrow, OK](#)

**Broken Arrow's** own true coffeehouse located in the beautiful new Tiger Plaza. Where specialty **coffee** is defined by the Quality, not the method. ...

[www.arabicadabras.com/](http://www.arabicadabras.com/) - 12k - [Cached](#) - [Similar pages](#)

[Coffee Shops & Diners in Tulsa, OK on Tulsa Citysearch Restaurants](#)

Waffle House; \$, **Coffee Shops & Diners**, American (Traditional), Southern & Soul. Send 2 Phone. 11.4 miles 2210 N Aspen Ave **Broken Arrow** OK Map ...

[tulsa.citysearch.com/search?cw1=25&flavor\\_id=2](http://tulsa.citysearch.com/search?cw1=25&flavor_id=2) - 139k - [Cached](#) - [Similar pages](#)

[Coffee Shops & Diners in Tulsa, OK on Tulsa Citysearch Restaurants](#)

12.1 miles 2201 W Detroit St **Broken Arrow** OK Map · Click to view Ratings · 8.1. Overall. Denny's; \$, **Coffee Shops & Diners**, American (Traditional) ...

[tulsa.citysearch.com/.../results/Tulsa\\_OK/](http://tulsa.citysearch.com/.../results/Tulsa_OK/)

[page1.html?flavor\\_id=2&order=cw1+cw4&cw1=25&cw4=1](http://page1.html?flavor_id=2&order=cw1+cw4&cw1=25&cw4=1) - 132k - [Cached](#) - [Similar pages](#)

**how do I submit a website to  
search engines?**

**we say:  
don't pay for it**

**google, yahoo, msn**

**other engines and directories**

**sitemaps**

**adwords**

**in-bound links**

**SEO is more of an art than a  
science**

**do your keyword research.**  
***what are people searching for?***

**provide quality content**  
*(make it relevant)*

**location is important**

**write unique, compelling titles  
for each page.**

**practice good website accessibility**  
**(make it easy for everyone to access your information)**

**stale sites = stale results**

**putting it all together**

**search engines try to mimic  
human thought**

**quick to implement,  
slow to see results**

**SEO is an ongoing battle**

**what do we use?**

[google.com/services](https://google.com/services)

**questions?**



***thank you!***

***more resources and information at  
[www.nextstepworks.com](http://www.nextstepworks.com)***