



Workshop 3

The Business Case for Using Web Standards & Search Engine Optimization (SEO)

Part 1: Web Standards

What is the business case for using web standards?

Standards in website code lower the user's frustration, allow everyone to view your website, and increase the efficiency of developing and maintaining your website. Also, a site utilizing web standards is using good search engine optimization.

What are some high-priority standards?

- Provide equivalent alternatives to auditory and visual content.
- Don't rely on color alone.
- Use markup and stylesheets and do so properly.
- Make sure your website is downward compatible.
- Use the clearest and simplest language appropriate for a site's content.

Part 2: Search Engine Optimization

Search engines use tools such as robots and spiders to index the content of your website.

Tags such as headers, links, and title tags show a search engine what to index, and how to display and rank your website in its database.

Best practice for good SEO is to provide relevant content (preferably updating frequently) for the people who are searching for your product or service, and using web standards to allow search engines to index your site properly.

Terms:

CSS: Cascading Style Sheets
File format that defines the look and layout of your website.

Header elements: Defines the important headings of your web page content (example - <h1>).

Title Tag: Defines the title of your web page.

Alt Tag: Used as a text alternative to an image on your web page.

Meta Tags: Provide a description, keywords, and other useful information for search engines.

robots, crawlers, spiders and slurpers: All terms used to describe the programs that search engines use to index your website.

robots.txt: Text file on your website that limits search engine access to files or folders on your website.

Visit our website at:
www.nextstepworks.com

For workshop material, handouts, screencasts, and a complete audio and video broadcast of today's presentation.

Know someone who missed the workshop?
Feel free to share the website with them as well.

Resources:

Websites

webxact.watchfire.com

www.seomoz.org

www.alistapart.com

www.seomoz.org

www.seobook.com

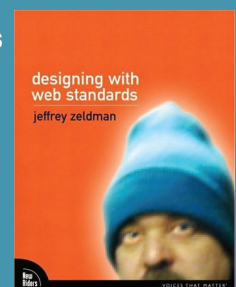
www.google.com/services

Book

Designing with web

standards

by
Jeffery
Zeldman



www.nextstepworks.com

Sponsored by:

SpiritBank
Business Resource Center
www.spiritbankbrc.com

VIZALUTION™, LLC
"The Art of Business Solutions"
www.vizalution.com

