

## Giving Search Engines Something to Read

### Our Customers Say It Best...

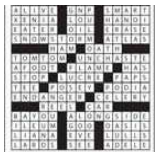
*I just wanted to say that your customer service is "outstanding". Thank you!*

*Thanks,  
Connie*

### Where to Find Us:

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### Word of the Day



#### Hotspot

A radius of approximately 300 feet, a "hotspot" is an area that enables wireless Internet access. For example, if your laptop is properly equipped with a wireless card, you can access the Internet without having to be connected by phone line or cable if you are in a hotspot.

You will see coffee shops such as Starbucks, advertise that they are hotspots. Unlike piggybacking onto a wireless network, you must usually pay per day or hour to access the net via a hotspot. *Adapted From: Netlingo.com*

You don't necessarily have to pick through the HTML code for your Web page to evaluate how search-engine-friendly it is. You can find out a lot just by looking at the Web page in the browser. Determine whether you have any text on the page. Page content — text that the search engines can read — is essential, but many Web sites don't have any page content on the front page and often have little on interior pages. Here are some potential problems:

#### Eliminating Flash

What's Flash? You've probably seen animations when you arrive at a Web site, with a little Skip Intro link hidden away in the page. Words and pictures appear and disappear, scroll across the

pages, and so on. You create these animations with a product called Macromedia Flash.

You might want to avoid using a Flash intro on your site. In many cases, Flash intros only serve as an irritation to site visitors.

#### Replacing images with real text

If you have an image-heavy Web site, in which all or most of the text is embedded onto images, you should consider replacing the images with real text. If the search engine can't read the text, it can't index it.

#### Using more keywords

The light-content issue can be a real problem. Some sites are designed to be  
*(continued on back)*

## Definition: Computer Crash!

So, tell me, has your computer ever crashed on you? Now, tell me, was it really a computer crash or was it something else? All in all, are you not completely sure what



constitutes as a computer crash? If so, don't worry too much, because you're not alone. I think we all have our own definitions of this term, but we may not know what it's really all about. Well, either way, I'm here today to give you a formal explanation of what a computer crash really is. Let's take a look!

program just completely stops performing its intended function, along with failing to respond to other parts of the system as well. When this happens, the program you're using may appear to just "freeze up," but if that application is an integral part of the operating system, it may cause your system to fail.

Basically, a "computer crash" occurs whenever a program (one that's either an application you've installed on your PC or one that's part of your operating systems is unable to perform its regular operations. A crash happens when the

A computer crash can be caused by several different things. Whether it's failed instructions or miscommunication between certain parts of the program, a computer crash is not something you want to go through on a regular basis. Also, just for your information, this term goes by the name of "system crash" as well.

*Adapted From: Worldstart.com Tip #4021*

## Search Engines, cont

light on content, and sometimes this approach is perfectly valid in terms of design and usability. However, search engines have a bias for content, for text they can read. In general, the more text — with the right keywords — the better.

### Using the right keywords in the right places

Suppose that you do have text, and plenty of it. But does the text have the right keywords? It should. Where keywords are placed and what they look like are also important. Search engines use position and format as clues to importance. Here are a few simple techniques you can use — but don't overdo it!

- Use particularly important keywords — those that people are using to search for your products and services — near the top of the page.
- Place keywords into <H> (heading) tags.
- Put keywords into bulleted lists; search engines also take note of this.
- Use keywords multiple times on a page, but don't use a keyword or keyword phrase too often. If a word makes up more than, say, 8 to 10 percent of all the words on the page, it may be too much.
- Make sure that the links between pages within your site contain keywords, rather than just buttons, graphic navigation bars, or short little links that you have to guess at.

*Adapted From: Search Engine Optimization for Dummies, 2<sup>nd</sup> Edition*

## Words of Wisdom

The first step to getting the things you want out of life is this: decide what you want.

**Ben Stein**

Opportunity is missed by most people because it is dressed in overalls and looks like work.

**Thomas A. Edison**

Life is what happens while you're busy making other plans.

**John Lennon**

We cannot direct the wind, but we can adjust the sails.

**Bertha Calloway**

# Google™ Tips:

## Currency Converter

This "hidden feature" allows you to use the built in currency converter to look up the current exchange rates for any city in the world. For example, let's say you wanted to find the exchange rate for a U.S. dollar to a British pound. To do that, just type in something like "5.99 usd in gbp." By doing that, you'll learn that \$5.99 in U.S. dollars is 2.89022919 British pounds. (Note: You'll want to leave the dollar sign (\$) out or you won't get the results you're looking for). Now, if you don't know the abbreviations for all the currencies, you can type something like "Currency of France in American Money" instead. That search will show you that 1 Euro equals 1.4448 U.S. dollars. Awesome!

*Adapted From: Worldstart.com Tip #4318*

## Finding a Web Host

Buying a domain name does not automatically put your web site out there on the Internet. You can't build your website, leave it on your computer in your house and think that other Internet users can get to it. It doesn't work that way. Your website needs to be uploaded to a server that has special software on it and that is connected to the Internet. This is where a web server comes in.

A web server stores all the files that are necessary to display your website. These files include the pages of your site, graphic images, and any special scripts. You will create these files when you build your site—but don't worry about that yet. Right now, you need to find a web host.

A Web host is in the business of providing web server space and Internet connection services for web sites. You give them the information on the domain names you purchased, upload the web site you've built to their server and they will direct the world, really the whole world, to your site. Okay, well anyone in the whole world who is looking for your site, that is.

How do you find a Web host you ask? Well, a lot of times the same company that you purchased your domain name through will also host your site. Or, you

can do a search on the web for "web host". You can ask a friend who their host is. You can look in the yellow pages in your local phonebook. Or, you can take hosting advice from a trusted website. If you are building a personal, hobby or a small business site then you will look for a Web Host that offers Virtual Hosting as opposed to a dedicated server.

Virtual Hosting means that your site will share the web services of that web host with a bunch of other small websites. A Dedicated server means that your site will be on a server all by itself.

Since Web Hosts charge a monthly fee, sharing a server with the Virtual Hosting option is a very cost-effective way to go. It's literally the difference between about \$10 a month for Virtual Hosting to about a \$250 or more (or possibly much more) a month for a dedicated server. So, unless you're Daddy Warbucks, then look for the Virtual Hosting option. Besides, your little ole' website doesn't need a server all to itself anyway.

*Adapted From: Worldstart.com Tip #1771*

## Employee Spotlight



**Heather Glenn Rock**  
Project Manager

Heather has only been with us for five months, but it seems like she has always been a part of the family!

As Project Manager, Heather enables our customers to grow their businesses by working with our design and development departments to provide the best tools and web solutions available. She also handles many of our technical support and billing calls. Lucky for us, she does it all!

After studying chemical engineering at the University of Tennessee, Heather realized her passion for programming. She switched schools- and states- to study computer programming and mathematics at Northern Kentucky University.