

Search Engine Workshop

The 123 communicate programme, supported by Objective 1 ERDF and WAG funding, provides friendly and informal workshops on a range of information and communication technologies. We aim to assist voluntary groups and community organisations to communicate more effectively.

Search Engine Workshop

In this workshop we look at the principles of how the Internet search engines work and how to make your website more visible and attractive to them.

Part One

How do search engines work?

We look at how the search engines find your website and how they index your web pages in their listings.

Part Two

How do I make my website more visible and attractive to the search engines?

Simple, everyday methods and techniques to improve your site's visibility and recognition by the various search engines.

Useful Websites

<http://searchenginewatch.com/>

One of the main search engine experts for many years.

<http://www.submit-it.com/subopt.htm>

Clear guidance from Microsoft

<http://www.dmoz.org/>

The original web directory that is actually indexed by people not robots.

<http://www.wordtracker.com/>

With Wordtracker you'll know which are the best keywords to drive more traffic to your websites.

<http://www.webceo.com/>

A collection of tools help you promote your site in search engines, analyze your traffic, and maintain your online property. There is a free version for download.

Further Information:

For further information please email: communicate@pavs.org.uk

If you wish to benefit from the programme please contact Patrick, Gavin, Catherine or Sue on 01437 769 422 or email us on communicate@pavs.org.uk



Search Engine Workshop

Summary of Terms

Search Engines

The websites and tools that Internet users can utilise to find information and services online.

Search Engine Optimisation

Making your website and the pages in it as easy as possible for search engines to recognise and index.

Keywords/Key Phrases

The key words and phrases that you want people to find your site under i.e. “Pembrokeshire voluntary services” in Google UK puts www.pavs.org.uk as number 1.

“Alt” tags

The descriptive tags that go with the images on your website. These are used by screen readers and also by the search engines.

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