

## Search Engine Optimization

Many E-businesses are looking to add rich media to entice the visitors and to gain traffic.

However, when trying to gain traffic, adding Flash design is not the answer. In fact, search engines do not catalog Flash, but they do catalog text and image names. I have recently seen a site from a prospective client who had his entire Web site built in Flash with no text. He was wondering why his site was not getting picked-up by the search engines and had virtually no traffic.

Form follows function. Flash, Animation, Videos, AJAX and other Web 2.0 features are great, but they cannot replace function of the site. If the site is selling niche Videos, it needs to have perhaps sample video clips, image of the actual item (naming the file with relevant name, not image001, image 002, etc.), and text describing the merchandise with as much relevant keyword without spamming. The name of the page should be the name of the item not generic or dynamic unrelated code such as ID-xxx. Short description should at the top of the page and the bottom of the page.

There are many nuances that need to be addressed when developing a new Web site or optimizing it for Search Engines. There are too many to mention, but here is a short list.

1. Page naming convention
2. Image naming convention
3. Domain name
4. Cross-links from other relevant Web sites
5. Linking out to other resource Web sites
6. Proper usage of most search key words (many tools are available)
7. Usage of brief descriptions in correct places
8. Proper usage of Meta tags
9. Proper usage of Alt tags
10. Link name and hypertext