



## Greetings Again!

Welcome to our last newsletter for 2006! Now that we have the silly season upon us I thought I'd just drop you a line to say thanks for your support this year I have really appreciated working with you and look forward to another year of improving your website and achieving your goals.

Remember: So that we are not wasting our time and yours, please feedback your suggestions on what areas of interest you would like to see covered in this e-zine.

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## SEARCH ENGINE TIPS

### How does Google get my information?

Continuing on from my last section on search engine tips, I have been asked lately "Where does Google get my information from?"

So I thought that I'd take the opportunity to explain this. Please keep in mind that this is just Google only and the information is different with each search engine. Google is the most advanced search engine and reads your website copy – or the words on your website (these do not include decorative text made into images). Google is the one leading the field and does the most changes to rankings and is most popular (making it very valuable getting it right) but is the one that also makes the most changes to it's ranking rules!

The screenshot shows the Google search interface with the search term 'nelson nz website designers'. The results section is titled 'Web' and shows 'Results 1 - 10 of about 1,010,000 for nelson'. The first result is 'Sprocket Web Design New Zealand - web site design nelson nz' with a description: 'Offering web design to Nelson New Zealand, Sprocket Web Design. Website design, development, web hosting and search engine optimisation. www.sprocket.co.nz/ - 11k - Cached - Similar pages'. The second result is 'Wellington Web Designers: Altered Ego Website Design, NZ' with a description: 'Altered Ego Design Ltd - PO Box 1215, Nelson, New Zealand Tel: +64 3 546 8779 Mobile: +64 21 779 303 Email: ... Nelson Website Designer :: New Zealand :: www.alteredegodesign.co.nz/ - 11k - Cached - Similar pages'. The third result is 'Nelson NZ Web Site Designer, Altered Ego Web Design Nelson for Web ...' with a description: 'Nelson New Zealand website designers Altered Ego Design provides smart web site solutions to enhance your business. We specialise in ecommerce and database ... www.alteredegodesign.co.nz/.../nelson-web-site-designer-altered-ego-design-site-map.html -

### Altered Ego Design Ltd

- We create websites that improve your business bottom line-

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So lets take an example from the screen shot above whereby you type "nelson nz website designers" into Google. What comes up is Altered Ego Design at rank #2 & #3 in Google. This is because on my website I still have information relating to Nelson NZ included in my text (see above).

The "title" or the piece underlined in blue (purple for my site as I have clicked on it) is one of the most important pieces of information that helps you rank well under particular key words. If I was to have Nelson website designer in my title tag for my home page, then I would rank higher under Nelson. However, as I have Nelson in my title tag for the next page I rank at #3.

The great news is as you can see is that each page of your website gives you an opportunity to rank on particular key words – and visitors often do not come straight to your home page – they come to which ever page the information they are looking for shows up.

But where does this information come from to from my website? Well apart from the text on your actual website, you can see this in the hidden "meta tag" information in your website code.

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```
nelson-web-site-designer-altered-ego-design-site-map[1] - Notepad
File Edit Format View Help
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
<title>Nelson NZ web Site Designer, Altered Ego Web Design Nelson for web Site Design,
Implementation and Hosting</title>
<meta name="description" content="Nelson New Zealand website designers Altered Ego
Design provides smart web site solutions to enhance your business. we specialise in
ecommerce and database solutions you can easily manage yourself, giving you back control
of your website and your business." />
<meta name="keywords" content="Nelson web design company, Altered Ego Design, providing
your business with the best mix of intelligent and intuitive web design services that
enhance your business. our websites are personalised to your business, visually
captivating and easy to use for both you and your customers." />
<meta NAME="language" content="English" />
<meta NAME="Owner" CONTENT="Altered Ego web design" />
<meta NAME="Distribution" CONTENT="Global" />
<meta NAME="revisit-after" content="10 days" />
<meta NAME="ROBOTS" content="index, follow" />
<link href=" ../altered-ego-design-css.css" rel="stylesheet" type="text/css" />
</head>
<body>
<div id="mainwrapindex" class="clearfix">
<div id="logoheader">
```

So for the page ranking at #3, you will see the "title" tag or information indicated by the pink arrow which relates exactly to how Google has shown it above as #3.

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The blue arrow indicates the meta information "description" relates to the description below the underlined information in Google. Sometimes it relates to the website copy instead like the example ranked #2.

To check this information on your website, in Internet Explorer click on "View" > "Source". For the Firefox browser, click "View" > "Page Source".

Meta information is easily changed as is text but if your website is not search engine friendly then your website won't rank particularly well to start with. As outlined in our last ezine, one way to make sure it is search engine friendly is to ensure it is w3c compliant to World Wide Web standards.

Once this process has been complete, you are well on your way to better rankings.

## Monthly Calendar

### DECEMBER

Due to Xmas this month I am not in Nelson (for work!) until January in the New Year. If you wish me to call in and see you, please make your appointments by end of December. You may see me around town as I join the hundreds of others being a tourist and making the most of Nelson sunshine – believe me I've missed it!

## Congratulations!

To Anne Thompson of Peru Treks [www.perutrekkingclimbing.com](http://www.perutrekkingclimbing.com) for a massive increase in enquiries from her website due to her #1 ranking in Google under the extremely competitive keywords "Peru Treks" for the second month running.

Congratulations also to Lori Davis who won the Nelson Artists Tshirt competition for [www.zoomnz.co.nz](http://www.zoomnz.co.nz) New Zealand arTshirts run by Lucy Rainey.

## Christmas Hours

My office will be closed at 5pm on Thursday 21<sup>st</sup> December 2006 and reopen Tuesday 10<sup>th</sup> January 2007. Obviously I will be available on my cellphone 021 779 303 during this time for any urgent enquiries.

Finally I want to wish you and your families a wonderful Christmas and happy summer holiday from Anita & your team at Altered Ego Design Ltd ☺

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