Search Result

Presented by: Ken Hoang

Get the website ready for Google

• Identify the website clearly and concisely
• Getting Google’s attention
• Does Google know the website are there
• Rising in Google results
• Getting rid of Google
• Remove the website from Google

Identify the website clearly and concisely

• Title the page properly
• Provide meta tag
• Augment the pictures with alt tags
• Find and fix broken links
• Let Google in (don’t fence out with robots.txt files or meta rules)

Getting Google’s attention

• Introduce the website to Google
  - (www.google.com/addurl.html)
• Link up I
  - other websites already indexed link to the website
• Link up II
  - link from other websites or link exchange

Does Google know the website are there

• First, the Googlebot knocks and sees if it’s welcome
• Next, the Googlebot requests the index pages for the website directories
• Next, the Googlebot follows all the links and images tags on the index pages
• The Googlebot conducts this process throughout the website

Rising in Google results (page rank)

• Keep things fresh, focused, and fascinating
• Be responsive (learn what’s popular from server logs)
• Let them share (feedback form)
• Plain and simple wins the race (for faster download page)
Getting rid of Google

• Hiding from the whole world
  - Don’t put it online in the first place (firewall, disallow coming requests to web server)
  - Lock it up tight (ip, username, password)
• Hiding from Google
  - Invoke the Robot Exclusion rule (Robots Exclusion Protocol )
  - Add a robots meta tag

Remove the web website from Google

1. Visit Google’s URL Removal page
   - http://services.google.com/urlconsole/controller
2. Establish a Google account
3. Check email
4. Tell Google whether you want to remove a whole website, section of a website, or page
5. Point out the URL to the offending content
6. Wait

References

• http://www.google.com/remove.html#exclude_website
• Book:
  - “Google-The Missing Manual”
    by Sarah Milstein & Rael Dornfest