MAXIMIZING VISIBILITY of your WEBSITE

Planning

* Why?
* Who?
* How do they find you now?
  - Server logs?
    - REFERER
      - \ Bookmarks are BEST!!
      - \ SEARCH ENGINE
        - look at search terms
* Are you in seach engines now?
  - How do you look? PAGE RANK
  - Backward links?
  - How many pages on your site show up?
* Look at your competition
  - Look at their key words / html

Build your list of keywords

Design for findability

- Use html properly
- Think about structure
- Create a good experience for the user
- Good title
- No gratuitous html
- Use meta data / meta tags
  - Use your description
  - Keywords
  - Robots
- Create gateway / doorway / page
- Talk to a consultant

AVOID
- Competitor names
- duplicate keywords
- tiny / invisible text

Jenny Reiswig

PROMOTING YOUR SITE:

#1 Lots of links
- to highly ranked sites
- reciprocal

Look at www.searchenginewatch.com

#2 Submit your site
- YAHOO
- Submit by hand
- Pay for INKTOMI for another one
- Keep records of submissions
- Assign it to a student as a summer project

#3 Announce your site
- Listserv
- Put url on everything

INFORMATION ACCESS and DELIVERY

- Familiarize yourself with your local library that can provide you with services
  - Lonesome Doc
    - use from within Pubmed

We at the Pacific Southwest Regional Medical Library are here to help you

Julie Kwan