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Search Engine Friendly Pages

Be Sure the Search Engines Can Index Your Web Site Correctly with Search Engine Friendly Pages

Web Page Preparation Service from Five Sparrows

Have you ever seen search engine results where the company description is blank, or displays a bunch of random words that don't make sense, or even has unreadable character strings? That's a result of web pages that are not "search engine friendly."

All of the major search engines have their own method of indexing web sites and ranking results, but one of the things they do have in common is that they all need web pages that are readable by the search engine "spiders" that visit your site. Spiders must be able to find and read your web pages accurately in order to display listings with the correct title, description, and link text.

Meta Data

To be read correctly by the search engines, web pages should have meta data included in the html code of each page. You should include a specific, well-written title and description of your company so that the best, most powerful message is displayed when your listing comes up in the search results. Important meta tags include both the Title and Description tags, and if you don't include these in your html code, you can't influence what the search engines will display when your listing shows up.

Site Maps & Robot Files

In order for a search engine to find all the pages of your web site, it must have links to follow. Creating a site map for your web site ensures that the search engines will find links that lead them directly to each one of your web pages, and also provides your visitors with a list of web pages all in one place. Robot files (known as robots.txt files) give the search engines "directions" on how to index your web site, including any directories that you may decide are "off limits" to the search engines.

Validation Testing

Once your web pages have search engine-friendly elements added, the pages should be tested to show what the search engines will find when they visit your site. Five Sparrows performs validation testing to show you how your site will be read by the search engines, including a Listing Simulation test and a Spider Simulation test.

Search Engine Friendly Pages

Making web pages "search engine friendly" (SEF) is different from search engine optimization (SEO), but it is a good option for businesses that are not yet ready for full optimization services. SEF services include the basic elements necessary for making your web pages readable by the search engine spiders, including meta data, site maps, robots.txt files, and validation testing that includes Listing Simulation and Spider Simulation reports. (*Note: SEF services do not include keyword optimization services.*)

Our Search Engine Friendly service includes:

1. Meta Data Insertion

We insert HTML code into every web page on your site for the following meta data tags:

Title - We use a well-crafted sentence to describe the title of your web site and/or business. Simply having the company name in the title tag does not give the search engines enough information about your site.

Description - We include a description meta tag to provide additional information about your business, which ensures that your business information is accurately displayed in the search results and stays within the size limits imposed by the search engines.

Image Alts - We include basic image "alt" meta tags for each image on your website to provide supplemental information for visitors and also search engines.

2. Site Map Creation

Five Sparrows includes both an HTML custom site map that is visible to users, as well as an XML site map (code file for robots that is not visible to users), to ensure that the search engine spiders can quickly and easily find links to each one of your web pages.

3. Robots.txt File

Five Sparrows will build a custom robots.txt file for your web site that acts like an "invitation" to the search engine spiders. This is important because the first thing a search engine spider looks for when it visits your site is a robots.txt file. You can also request that your robots.txt file designate specific areas of your web site that should be kept private, such as those containing internal files or web scripts.

4. Validation Testing

After your web pages are search-engine friendly, Five Sparrows performs the following important validation tests on your web site:

Listing Simulation: Shows how your search engine listing will appear once your pages are indexed into the search engine's database.

Spider Simulation: Shows you what the search engine spiders will see when they visit your site and gather information for the search engine databases.