

Search Engine Optimization 1

designing and optimizing your website

Additional materials to webinar of 15th December 2010

Useful links

1. Evaluating Web Sites for Accessibility -
<http://www.w3.org/WAI/eval/Overview.html>
2. The Usability Methods Toolbox -
<http://usability.jameshom.com/index.htm>
3. Check how colour-blind visitors see your page:
<http://vischeck.com/vischeck/vischeckURL.php>
4. Examples of badly designed websites -
<http://www.webpagesthatsuck.com>
5. Website of Usability Professionals' Association (list of resources)-
http://www.usabilityprofessionals.org/usability_resources/index.html
6. Useit.com – website of Jakob Nielsen - <http://www.useit.com/>
7. Meta tags (meta information) http://en.wikipedia.org/wiki/Meta_tags
8. Info on meta tags from Google -
<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=79812>
9. Web2schools - http://www.w3schools.com/tags/tag_meta.asp

Things to discuss with your webmaster

1. Redirection from “http://” to “http://www” or vice versa (to avoid problem with duplicate content)
2. Implementation of external file with CSS (Cascading Style Sheets)
3. Display of your website on mobile devices
4. To what screen resolution is your website going to be adjusted (expressed in dpi)
5. Is your website going to have a CMS (content management system) allowing you to update the website through a browser
6. Is your website going to have friendly URLs?
7. Accessibility of your website to people with disabilities, users of text only browsers
8. Ways of contacting you through the website – contact form, skype button, possibility to copy contact details
9. Compatibility of your website with different browsers – in what browsers your website is going to be tested
10. Ease of resizing text
11. Who will be responsible for initial promotion – submitting to search engines, directories, DMOZ, etc.