

**Personal and Business Web Sites
for Use in Job Search / Advertising**

Presentation to WorkQuest Meetings

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Two kinds of Web sites covered in presentation

personal

genealogy (our family)

skills, contact information, and work samples for job search

commercial

intention: to attract business

optimized for search engines

Need to format HTML documents for display through browser

loss of margins

table format can go awry

bulleted items not centered or lined up

Options for editing for the Web

HTML

sophisticated Web-editing tools, such as FrontPage

word processors' Web-editing functions

Word 95, Version 7.0

Internet Assistant, a free download, needed

save as function converts to HTML

links created

3 heading styles supported

limited numbers and bullets styles supported

graphics and hyperlinks supported

Word 2000, Version 9.0

rather sophisticated Web-editing functions

flashy effects such as Javascript not supported

capabilities include

translate .doc binary file to HTML (File ® Save As ® HTML)

preformatted Web page templates, i.e., personal Web page

(File @ New @ Page)

themes—consistent colors, headings to 10 pages

(Format @ Theme)

frames (not advisable for search engine optimization (SEO))

(Format @ Frames)

background colors (Format @ Background)

navigation menu (hyperlinks in the Web) built / placed automatically

all Word functions (styles, formats)

Web page preview (View @ Web @ Layout)

good translation from HTML to .doc binary file

no problem in publishing to the Web

Internet marketing

commercial internet businesses must lure major search engines

internet marketing increasing despite the dotcom crash

low cost for business

convenience for customer

recent study—Jupiter Media Metrix

45% of those using the internet go directly to a search engine

23% go directly to a Web site

Rest ?

software company's study results: 90% of visitation to Web is through search engines.

case studies proved: customer hits on search engines

outperforms results from e-mail campaigns

building a Web is only half the battle—potential customers (employers) must access it

search engine optimization (SEO) very effective marketing tool

2 choices: optimize the Web yourself or pay to have it done

a simple Web is sufficient

advice: do it yourself

for help, take Pitt's Computer Learning Center course in the Kossman Building "Marketing on the Internet"

read literature, such as Intercom articles referenced at end of this outline

search engine optimization

goal: maintain a "high ranking" on popular search engine

search engine registration—some for free

several links—Quid Pro Quo

good content with keywords

Web site map

separate page called "sitemap.htm"

link to the map from home page

meta tags <META.> (HTML Tags)

HTML tags (hidden code invisible through browser)

search engines mine META tags for keywords; results returned to customers performing search

META tags are within the <HEAD> tag

<HEAD> tag at top of Web page

<HEAD> tag includes

<TITLE> tag containing keywords

<META NAME>business description containing keywords

<META NAME> list of keywords

Example

<HEAD>

<TITLE>technical writing and editing, computer programming, software project management, Web design and seo optimization at Gogots-Hall Enterprises.</TITLE>

<META NAME="description"CONTENT="Looking for a Web editor, Web author, Web organizer, computer programmer, systems analyst, project manager? Gogots-Hall Enterprises specializes in affordable Web design, internet marketing, and seo placement, as well as computer programming and systems project control.">

<META NAME="keywords"CONTENT="search engines,

search engine ranking, search engine placement, registration,
freelance writing jobs, Web-page design tips, project control
graphic development, Web design prices, good Web design”>
</HEAD>

keywords throughout text

meaning modified through modifiers

monitoring/resubmitting keywords often

examples: “freelance writing jobs,” “computer programmers,”
software project management”

**effective keywords match users’ search words; provide high ranking
on search engines**

spiders

spider: software program operated by search engine

surfs Web

records all words on Web pages

notes links to other sites

indexes text

challenges for spiders

text within frames not read

graphic content not read

“Flash” code not read

image maps—use navigation buttons

JavaScript not read

Webs with links to databases

content pulled from a database (recursive trap)

spiders ignore these Webs

password protected areas

cookies rejected

various ways around above challenges do exist

registering site

registration with directories, databases, search engines

contact information is on Websites

search engines share databases and information

free—try this first (not predictable results)

pay (www.google.com/addurl.html)

more predictable results

two or more search engines for best results

Effective Web page design

planning the Web

ideas from similar Web sites

yours should look as good or better

STC Pittsburgh Chapter—Tech Communicators link shows
URLs of members' business Web sites

Cost consideration: development time, money, maintenance

Free hit counter (linkexchange.com)

Web structure (pages and links) planned first

download time

graphics take time to download

large files take time to download

width of the Web vs. size of the screen

themes (main sales message)

target audience

prototype potential customer

what are their needs? concerns? questions?

offer a benefit

what skills or skill combinations sets you apart from other
technical communicators?

examples

*long experience in developing training manuals, course
curricula, teaching certificate*

software development documentation, including requirements and specifications, written to IEEE standards, combined with both B.S.E.E. and M.F.A.

medical writer with extensive experience writing patient education materials and editing and publication management of journal articles and books

team with complementary skill set

everything on Web carries out theme

home page

title of the web page reflects theme (what you do; what you can do for them)

logo (company's symbol, always the same)

identification (who and what you are; subordinate to theme)

position statement (motto)

as few words as possible

reinforces theme

differentiates you from the competition

example

“Webs and only webs”

“The thinking behind the money”

links

large and self explanatory as possible

“successfully completed documents”

“satisfied clients”

contact information

name, e-mail address, phone, fax, street address?

counters

counterproductive if you don't have traffic

news

new products or services

copyright and reprint information

consistency

color (background and print)

colors and styles should project your business image

2 – 3 colors are plenty

heading level styles

2 fonts

Arial and Times New Roman

layout

placement of elements

links, graphics

variety

consistent background; different accent colors in sections

different background colors for each section; match background colors to links on home page

simple, clean look

the trend

limit graphics

limit colors

limit amount on each page

testing Web before and after publishing

links

scrolling

References

Journal Articles

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