



Search Engine Friendly Design

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# Zvents is Event Search: Discover Things To Do

## Events:

- Community: Fairs, festivals, and parties
- Music: Concerts, tours, and artists
- Sports: Professional, amateur, and high school
- Performing Arts: Theater, book readings, poetry
- Restaurants with related things to do
- Movies and Restaurants for dinner and a date
- Shopping: Sales, product releases, grand openings

## Event Calendar:

- Technology behind major newspapers
- Optimized event calendar

## Promotion of your business:

- 1) Link to your website
- 2) Promote your product & brand
- 3) Prominent placement in SERPs



# Topics

- Building Corporate Support
  - Priorities
  - What can you do?
- Site Submission
  - Engine Submission
  - SERP Management
  - Sitemaps and Autodiscovery
- Site Accessibility
  - URL structure
  - Folder depth

# Building Corporate Support

- ***Train your Web resources.*** Discuss JavaScript & Flash, page structure, and copywriting.
- ***Set standards.*** Document SEO best practices.
- ***Enforce compliance.*** Check throughout existing processes such as code reviews. Publicly report oversights.
- ***Measure progress.*** Track key word position and measure traffic to each part of the site. Share the results with executives.

## Priorities:

- 1) Make your site accessible!
- 2) Push to the engines
- 3) Consider PageRank
- 4) Optimize your page titles
- 5) Improve page copy
- 6) Meta-descriptions
- 7) Use image alt-text
- 8) Meta-keywords

# Site Submission – Ensure Engines Know You Exist

- **Directories.** Build credibility and drive traffic
  - Yahoo Directory Submit
    - Free Submission available
    - Commercial is \$299 per year - Non-commercial if possible (one time fee)
  - Open Directory
    - Free Submission only
  - Zvents
    - Free & Immediate
- **Crawlers.** Alert crawlers of your content
  - Google
    - Add URL: No guarantees
    - Sitemaps to Webmaster Central
  - Yahoo
    - Yahoo Submit: No guarantees
    - Search Submit Basic: 5 URLs for \$49 per year
    - Search Submit Pro: All URLs, nominal CPC
    - Sitemaps and RSS feeds to Site Explorer
  - Zvents - [http://www.zvents.com/welcome/suggest\\_source](http://www.zvents.com/welcome/suggest_source)

# SERP Management

- ***Google Webmaster Central.***
  - Submit sitemaps
    - Crawl Statistics
    - Diagnostics
    - Some management of Google's crawling and indexing
- ***Yahoo! Site Explorer.***
  - Submit sitemaps and RSS feeds
    - Reports pages indexed by Yahoo!
    - View the most popular pages
    - Find inlinks

# Sitemaps and Autodiscovery

- ***Sitemaps.***

- Industry standard agreed upon earlier this year (sitemaps.org)
  - Limited to 100 URLs (Use Sitemap Index Files)
  - Reports to engines:
    - Last time a page changed <lastmod>
    - Frequency of changes <changefreq>
    - Relative priority <priority>

- ***Autodiscovery.***

- Directs crawlers to sitemaps through your robot.txt files
  - **Sitemap: <http://www.YOURDOMAIN.com/sitemap.xml>**

[http://store.apple.com/AppleStore/WebObjects/AppleStoreCustom.woa/6724005/wa/PSLID?nnmm=browse&mco=5518F4BB&node=home/its\\_coming&wosid=VW6ijSAG49WR2TZESGG1e0nItYR](http://store.apple.com/AppleStore/WebObjects/AppleStoreCustom.woa/6724005/wa/PSLID?nnmm=browse&mco=5518F4BB&node=home/its_coming&wosid=VW6ijSAG49WR2TZESGG1e0nItYR)

 [Store](#) [Mac](#) [iPod + iTunes](#) [iPhone](#) [Downloads](#) [Support](#)

**Apple Store** 1-800-MY-APPLE [Your Account](#) [View Cart](#) [Order Status](#) [Help](#)




**iPhone. Coming June 29.**  
4GB and 8GB models from \$499.


iPhone, the revolutionary combination of a mobile phone, widescreen iPod, and Internet communications device, is coming to the online Apple Store and retail Apple Stores on June 29, 2007, with AT&T as the exclusive U.S. carrier partner.

**Sign-up here to receive more information about iPhone and related products from Apple.**

**Email Address**

[Learn more about iPhone](#) 

[Shop the Apple Store](#) 

[Apple Privacy Policy](#) 



<http://www.apple.com/retail/fifthavenue/week/20070624.html>



## Apple Store Fifth Avenue

### Store Address

767 Fifth Ave.  
New York, NY 10153  
(212) 336-1440

[Driving Directions & Map](#)

### Store Hours

24/365

[Shop Online](#) at Fifth Avenue



### Calendar of Events

June 2007						
S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

#### Calendar legend:

**Workshop**  
Pro Workshop  
**Special Event**  
**Business Day**  
**Works on a Mac**  
**Made on a Mac**

[View monthly calendar](#)

#### Sunday, June 24th - Digital Lifestyle

9:00 a.m. - 11:00 a.m. **Getting Started Workshop**

#### Monday, June 25th - Digital Photography

9:00 a.m. - 10:00 a.m. **iPhoto**  
10:00 a.m. - 11:00 a.m. **Aperture Pro-Workshop**

#### Tuesday, June 26th - Digital Music

9:00 - 10:00 **GarageBand**



**The wait is almost over.**  
The store will be closed Friday from 2:00 p.m. to 6:00 p.m.  
iPhone sales begin at 6:00 p.m.

#### Make a reservation

Use the Apple Store Concierge to make a reservation for the following services:



#### Genius Bar

The place to go for advice, insight and hands-on technical support.

[Reserve](#) | [Learn more](#)



#### Personal Shopping

Learn about and test drive new products with a one on one shopping appointment.

[Reserve](#) | [Learn more](#)



#### One to One

Customized one to one personal training to get the most out of your Mac and yourself.

[Reserve](#) | [Learn more](#)



#### ProCare

Priority support to keep you up and running at the Genius Bar.

[Reserve](#) | [Learn more](#)



What:  ? When: Friday ? Where: New York, NY ? within 20 miles ? Search Events

## Event: Apple iPhone Available

! Something wrong with this listing?

### Information

#### Summary:

Experience iPhone firsthand. On sale June 29th at 6 pm.

#### More Information:

iPhone is a revolutionary new mobile phone that allows you to make a call by simply tapping a name or number in your address book, a favorites list, or a call log. It also automatically syncs all your contacts from a PC, Mac, or Internet service. And it lets you select and listen to voicemail messages in whatever order you want — just like email.



+ Image

Phone: (212) 336-1440

#### Web Page:

<http://www.apple.com/retail/fifthavenue>

Age Suitability: All Ages

Creator: Zvents

#### Categories:

Business & Tech  
Gaming & Technology

#### Performers:

+ Link a performer to this event

#### Tags:

shopping, shop, apple, buy, mobile, cell phone, cellular, iphone, mobile phone

+ Add a tag

### When

Friday, June 29 2007, 6:00p

### Where

Apple Store Fifth Avenue [website]  
767 Fifth Ave.  
New York, NY  
(212) 336-1440

» See other events at this venue

### Tools

- Add to Calendar
- Add to Group
- Remove from Group
- Invite People to Event
- Blog this Event
- Print this Page

### Ads by Google

**BlackBerry® Curve™**  
Smooth, Sweeping Lines.  
Do More With The BlackBerry® Curve™  
[www.BlackBerryCurve.com](http://www.BlackBerryCurve.com)

**Cell Phone Management**  
Business Bill Reduction  
save 25-78% 100% ROI  
Guaranteed, Free Analysis  
[www.cellularoptimization.com](http://www.cellularoptimization.com)

**Don't Buy Any Cell Phone**  
Try It - Works Anywhere,  
At Anytime Don't Travel  
the Globe Without One!  
[SatPhoneStore.com](http://SatPhoneStore.com)

**BlackBerry® Pearl**



### Show nearby:

- Restaurants
- Bars & Clubs

- 1 L'Atelier de Joel Robuchon - Four 0.1 mi  
Seasons Hotel New York

### Reviews & Comments

#### EDITORIAL REVIEWS

There are no media reviews.

#### USER REVIEWS



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