

## Website Design

Okay, let's just start off by saying that this is not exactly my speciality, but I have put in some time learning about it recently.

The first and most important factor is simply content. Websites are ranked according to quality and relevance to a particular search phrase or word. The more relevant content in the form of descriptions and examples, the more likely you are to be considered relevant and of high quality. This is the simple fact of it and we also have the problem of adding content without it becoming a newspaper instead of a website. There are various ways of doing this, one of which is to use the text as alternative to the graphics. The simplest way is to just write good text and make it as long as possible without looking ridiculous.

The next point is inbound links, links from other websites pointing to yours. These are even better if the phrase used for the link is one of the terms you hope to be found under. I mean something like this on the other website [flue gas analyser](#) with the link leading to a page on your website where text about flue gas analysers is to be found. This is one of the things I have to ask you all: under what term do you most expect or hope to be found and I will integrate that into madur.at, madurusa.com and habmigern2003.info. This is one reason we would like to see links from you to us as well. This is to both of our advantages. We will not steal your customers, we will simply redirect them to us

Fine, so you have your text up and it is as good as you can make it. The words or phrases you want to be found under occur 3 or 4 times on each page, but it is still real text that people want to read. Now you have it in your software for designing web pages. Every web page has its own title. How to change it will vary from software to software, but it should be something relevant that people want to read. In many search engines this will be used as the text the user sees in the search results, so it should be relevant.

Some search engines index using the keywords. This is a list of words that you have as being representative of your site. Basically, these are the words or phrases that you expect people to use to look for our products. It is an advantage if your most important keyword(s) appear in the title as well. This just reinforces the message that this is an important word.

There should also be a line marked description. This should be one or two sentences describing the page and using your keywords as much as possible. Try not to use commas though, for some reason this is not very popular.

There is then the keywords line. This contains ten to twenty words or phrases that you consider important, in the order of importance. No word should occur more than three times, otherwise it will be ignored. These words must all appear in the text and ideally, in the title and description as above.

If you click on your web page with the right button, there is a menu allowing you to view the code behind it and you can see these items. Here is an example from the index of this site showing the important elements in the head description. The language definition should also be there, but is not strictly essential.

```
<head>
  <title>Use of flue gas analyser for stack monitoring</title>
  <meta http-equiv="content-type" content="text/html; charset=iso-8859-1">
  <meta http-equiv="Content-Language" content="en">
  <meta name="Description" content="Stack gas monitoring using flue gas
analysers for carbon monoxide and other toxic gases to carry out optimisation and compliance
testing">
  <meta name="Keywords" content="flue gas
analyser,CO,NO,NO2,SO2,biogas,carbon monoxide,carbon dioxide,stack testing,pollution
control,smoke">
</head>
```

Fine, so now we have our website up and running and have to make it know to as many people as possible. One of the simplest methods is writing technical articles for the online magazines. I try to write one every week and send it to as many as I can. There are plenty technical journals in English and German, and I suspect there will be a good number in other languages as well. This has two advantages. One, the journal will provide a link back to your site which will not only bring visitors but also raise the importance of your site with the search engines. Two, the article will of its own accord attract people interested in this topic.

It is worth considering anyway and is also good for your own understanding of the matter. I know I have learned a lot through having to write it down so other people can understand it.