Search Result

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Get the website ready for Google

- Identify the website clearly and concisely
- Getting Google's attention
- Does Google know the website are there
- Rising in Google results
- Getting rid of Google
- Remove the website from Google

Identify the website clearly and concisely

- Title the page properly
- Provide meta tag
- Augment the pictures with alt tags
- Find and fix broken links
- Let Google in (don't fence out with robots.txt files or meta rules)

Getting Google's attention

- Introduce the website to Google
  - (www.google.com/addurl.html)
- Link up I
  - other websites already indexed link to the website
- Link up II
  - link from other websites or link exchange

Does Google know the website are there

- First, the Googlebot knocks and sees if it's welcome
- Next, the Googlebot requests the index pages for the website directories
- Next, the Googlebot follows all the links and images tags on the index pages
- The Googlebot conducts this process throughout the website

Rising in Google results (page rank)

- Keep things fresh, focused, and fascinating
- Be responsive (learn what's popular from server logs)
- Let them share (feedback form)
- Plain and simple wins the race (for faster download page)

Getting rid of Google

- Hiding from the whole world
  - Don't put it online in the first place (firewall, disallow coming requests to web server)
  - Lock it up tight (ip, username, password)
- Hiding from Google
  - Invoke the Robot Exclusion rule (Robots Exclusion Protocol)
  - Add a robots meta tag

Remove the web website from Google

1. Visit Google's URL Removal page
- http://services.google.com/urlconsole/controller
2. Establish a Google a Google account
3. Check email
4. Tell Google whether you want to remove a whole website, section of a website, or page
5. Point out the URL to the offending content
6. Wait

References

- http://www.google.com/remove.html#exclude_webwebsite
- Book:
  - "Google-The Missing Manual"
    by Sarah Milstein & Rael Dornfest