

# Ranking Higher In Google™ Through Strategic Site Engineering

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## Why Site Engineering Is Important

Google is a robot, so it must follow standards. Your site should follow W3C Standards for web site design. It is important that your HTML code be balanced and well written.

Make sure your content management system publishes your HTML pages. The robot is looking for fresh content on your site, and will visit the site more frequently if it notices fresh content and new pages.

## Why Site Engineering Is Important

Latency times. Make certain your web hosting provider has a robust server that serves your pages at a fast rate. In addition, make sure the site page are designed to be small and load within 3 seconds on broadband and 15 seconds on dialup as a rule of thumb.

Generate a sitemap for your site so the robot can find all relevant pages on the site.

Be sure all metatags are consistent and there are date and time stamps on each page.

## **Bad Coding Practices**

Invisible frames that attempt to hide content from the user

Font colors that match the background color used to hide content

Excessive cross-linking

Inconsistent meta tags

Redirecting from content rich pages to other pages.

Pages that change names each time they are published, but have the same content

## Relevant Context

The difference between content versus context is very important for rankings in Google. The artificial intelligence designed by Google engineers is smart enough to actually read the content on the site. If it encounters many keywords thrown on the site that are not readable, the site will receive a down-tick.

Write the content for your site as if you were a normal person reading the site. Don't attempt to keyword stuff within the context, but do make use of content relevant to your subject.

Keep this content updated. Google will visit your site more frequently if you provide fresh content on a periodic basis. It's recommended new pages and/or content are added every 1 – 2 weeks.

## **Google Positive Ranking Checklist**

Have rich page context versus content

Each page on your site must be reachable by at least one static text link.

Add a site map to your site

Have no more than 100 links on any page

Make certain each page contains meta data that is consistent throughout the site

Eliminate all broken links

Submit you site to Google

## An example of a site using relevant context

The screenshot shows the Kentucky Lottery website interface. At the top, there is a navigation bar with the Kentucky Lottery logo on the left, the word "FUN." in large white letters on a purple background in the center, and "WINNING NUMBERS: WED. JUL 27, 2005" on the right. Below the navigation bar are several lottery game logos: "pick 3", "pick 4", "POWER BALL", "LOTTO SOUTH", "CASH KENTUCKY BALL", and "TIC TAC CASH".

The main content area is divided into three columns. The left column contains a menu with the following items: "Past Winning Numbers", "How to Play", "Scratch-Offs", "Pull-Tabs", "Winners", "Lucky Number Cruncher", and "En Español". Below this menu is a "Scratch and GO!" promotion banner for a "2nd CHANCE PROMOTION" running from July 15 to August 26, 2005, with a call to action: "Click here for more info and to enter online!".

The center column features a "Lottery News" section with a pink header. Below the header is a link: "Click here for a printable version of this news headline." The main news article is titled "THE KENTUCKY LOTTERY CORPORATION BEATS THE ODDS, PRODUCES ITS SECOND-HIGHEST SALES YEAR IN HISTORY" and is dated "07/25/2005". The article text reads: "DUBBED 'THE YEAR OF THE PLAYER' AFTER RECORD-HIGH PRIZE PAYMENT LEVELS. The Kentucky Lottery Corporation (KLC) has closed the books on Fiscal Year 2005, showing ticket sales of \$707.3 million. This is the second only to the \$725.3 million achieved in FY 2004, and is \$41.5 million more than expected."

The right column contains a "Promotions & Events" menu with the following items: "Drawings", "Play Responsibly", "Where the Money Goes", "Lottery News", "Questions", "Retailer Connection", "Employment Opportunities", "Bid Opportunities", "Security Awareness", "Contact Us", and "Home".

## An example of a fast loading site

The screenshot shows the homepage of BluegrassNet Development. The header includes the company logo and a navigation menu with links for Corporate, Capabilities, Case Studies, Careers, and Contact Us. A yellow sidebar on the left lists services such as E-government, Risk & Data Management, E-solutions, Internet Integration Solutions, Infrastructure Management, Business Process Management, and Search Engine Optimization. The main content area features a 'Welcome' message, a yellow promotional box for a seminar on Google search engine placement, and a paragraph describing the company's services.

Site Map / Home

BLUEGRASSnet  
DEVELOPMENT

CORPORATE / CAPABILITIES / CASE STUDIES / CAREERS / CONTACT US

- ⌘ E-government
- ⌘ Risk & Data Management
- ⌘ E-solutions
- ⌘ Internet Integration Solutions
- ⌘ Infrastructure Management
- ⌘ Business Process Management
- ⌘ Search Engine Optimization

Welcome

**"Increase Google Rankings of Your Web Site"  
An Insider Look at How Google Ranks "Hits"**

On July 28th 2005, BluegrassNet Development Inc and Intellas LLC will present a seminar focusing on factual information regarding Google search engine placement. [Click here](#) for more information and to register for this event.

BluegrassNet Development provides complete [Internet solutions](#) tailored specifically for your organization to bring you to the forefront of the latest technology. In today's world, your organization can't afford to be held back by insufficient technical resources. BluegrassNet Development's [executive staff](#), project managers, and engineers have a proven track record for managing and creating complete system solutions. From inception to execution, BGND can work with you and your organization to make sure all aspects of your ideas and requirements are covered. Our goal is to not only provide our customers with their solution, but to also spark ideas and possibilities to make sure your organization is always one step ahead of your competitors.

## An example of a sitemap

BLUEGRASSnet  
DEVELOPMENT

CORPORATE / CAPABILITIES / CASE STUDIES / CAREERS / CONTACT US

Site Map

[BluegrassNet Development](#)

- I. [Home](#)
  - i. [Google Seminar](#)
- II. [About Us](#)
  - i. [Management](#)
  - ii. [Company](#)
- III. [Capabilities](#)
  - i. [E-government](#)
  - ii. [Risk & Data Management](#)
  - iii. [E-Solutions](#)
  - iv. [Internet Integration & Solutions](#)
  - v. [Infrastructure Management](#)
  - vi. [Business Process Management](#)
  - vii. [Search Engine Optimization](#)
- IV. [Search Engine News](#)
- V. [Case Studies](#)
  - i. [Kentucky's Data Warehouse for Substance Abuse Prevention](#)
  - ii. [RentalHouses.Com](#)
  - iii. [U.S. Farmer](#)
- VI. [Careers](#)
- VII. [Contact Us](#)