



# Google Guide

## Making Searching Even Easier

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*If you find it hard to find what you want on the Net you may well find this Google Guide helpful.*

*--[History Teachers' Discussion Forum, SchoolHistory.co.uk](#)*

*As a bid to make everyone's online life a little easier, Everything with Google co-author Nancy Blachman has put together an excellent and elegant new interactive online Google tutorial.*

*--[TELEDYN :: have blog - will travel ::](#)*

*Excellent tutorial for both new/experienced Google users.*

*--[elearnspace blog, Feb. 5, 2004](#)*

◀ Previous Next ▶

### Part IV: Developing a Website

If you don't have a website and aren't interested in developing one, skip to the [Appendix](#). This part covers

- [Creating Content](#)
- [Linking to Search Results](#)
- [Getting Listed](#)
- [Improving Your PageRank](#)
- [Advertising Your Website](#)
- [Generating Revenue by Running Ads](#)

Most of the information in this section is based on my experience in designing and developing Google Guide, which is now the top result for the queries [ [Google tutorial](#) ], [ [Google guide](#) ], [ [using Google](#) ], [ [Google stock symbol](#) ], and [ [Google favorite features](#) ].

There are thousands of sites devoted to developing a website and optimizing its performance. So

should you need or want more detailed information, just search for it. But be careful: there are sites that charge good money for bad information.

## Creating Content for Your Website

When putting together content for this page, I came across wonderful pages on creating content for websites. So, rather than writing yet another, here are links to two of my favorites.

- [Site Builder: 26 Steps to 15k a Day](#) by Brett Tabke
- [Google Webmaster Guidelines](#)

If you know or run across any other great sites on creating content for your website, please let me know.

## Exercise

This problem set gives you practice in developing a page for your website. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. Create a web page with names of friends and colleagues whose contact information you desire. On the page, ask these people (or anyone who has their contact information) to get in touch with you.

When these people search for themselves, they may run across your page and get in touch with you.

At the 30th Asilomar Microcomputer Workshop, Bill Cheswick suggested this approach to searching for people if you don't find them in Google's phonebook.

## Developing Links to Google Search Results

If you know HTML, it's relatively easy to make links to Google's search results. Following each link in the examples below is the code that produces it.

[ [Google tutorial create link](#) ]

```
[ <a href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a> ]
```

The following code creates a link that will open up a new window that contains the search results for the query [ [Google tutorial create link](#) ].

```
[ <a target="_blank" href="http://www.google.com/search?q=Google+tutorial+create+link">Google tutorial create link</a> ]
```

Note that the URL — that is, the text shown in *italics* here: `href="http://URL-GOES-HERE"` — must be valid. For instance:

- The URL shouldn't contain any spaces. Use a plus sign (+) in place of each space.
- Certain characters can't be used literally; they must be encoded into a form like `%nn`.

Let's see an example. The query [ "a song for you" ] would be encoded in a URL as `http://www.google.com/search?q=%22a+song+for+you%22`, where each quote (") is replaced by `%22`.

The easiest way to find the correct encoding is to type your query into a Google Search box &mdash;. Run the search and look at the resulting URL in your web browser's address box (which is usually in the toolbar at the top of the window). Then copy and paste the parts you need from the URL into your HTML code.

You can also provide a search box and search results to your visitors like the following



The search box was generated by using a service that's called Google Free.

```
<!-- Search Google -->
<FORM method=GET action="http://www.google.com/search">
<TABLE bgcolor="#FFFFFF"><tr><td>
<A HREF="http://www.google.com/">
<IMG SRC="http://www.google.com/logos/Logo_40wht.gif"
border="0" ALT="Google search box with [ Google ~Guide ]."
align="absmiddle"></A>
<INPUT TYPE=text name=q size=25 maxlength=255 value="Google ~Guide">
<INPUT type=submit name=btnG VALUE="Google Search">
</td></tr></TABLE>
</FORM>
<!-- Search Google -->
```

Learn more about Google Free at [www.google.com/searchcode.html](http://www.google.com/searchcode.html).

## Exercises

These problems are intended to give you practice in creating links to Google's search results. For hints and answers to selected problems, see the [Solutions](#) page in the Appendix.

1. On one of your web pages, create a link to a Google search result.
2. On one of your web pages, create a link that opens a new window and displays a Google search result.

3. On one of your web pages, make a Google search box.

## Getting Your Website Listed on Google

How does Google find your site and list it? Merely registering your domain on the Internet isn't enough.

As soon as your site is available on the Internet, you can submit it to Google by completing the add URL form at [www.google.com/addurl.html](http://www.google.com/addurl.html).

The screenshot shows the Google 'Submit your site' form. At the top left is the Google logo. To its right is a yellow header bar with the text 'For Site Owners: Submit your site'. Below the logo is a navigation menu with links: Home, All About Google, Advertise with Us, Search Solutions, Webmaster Info, and Submit Your Site (highlighted in orange). Below the menu is a search box with the text 'Find on this site:' and a 'Search' button. The main content area has the heading 'Share your place on the net with us.' followed by a paragraph explaining that Google adds and updates new sites to its index and invites site owners to submit their URL. Below this is a paragraph asking for the full URL (including the http:// prefix) and optional comments or keywords. A 'Please note' section states that only the top-level page is necessary and that Google updates its index regularly. At the bottom are input fields for 'URL:' and 'Comments:', and an 'Add URL' button. On the right side, there is a yellow box titled 'Other Options' containing two sections: 'Instant Ads on Google' (with a link to AdWords) and 'Google AdSense for Web Publishers' (with a link to learn more).

Another way to be listed — and to raise your [PageRank](#) too — is by getting other websites to link to yours. After that, when Google's robots or spiders, known as Googlebot, crawl the web, they should run across your site within a month or so. As we mentioned in the [How Google Works](#) page, there are two types of crawls, [fresh crawls](#) and deep crawls. Your site most likely will first get a fresh crawl in which only pages Google deems most important are crawled. After Google runs a deep crawl of your site, most, if not all of the pages on your website that contain links from other pages will be crawled and subsequently listed on Google — except pages that are included in the file [robots.txt](#), which lists pages that you don't want Google to crawl and pages containing code that Google is unable to parse.

For more about how to get your site listed on Google, visit [www.google.com/webmasters/1.html](http://www.google.com/webmasters/1.html).

How do you remove websites, individual pages, cached pages, and outdated or dead links from Google's index? Visit [www.google.com/webmasters/remove.html](http://www.google.com/webmasters/remove.html).

The best way to get your products listed on [Froogle](#) is to submit a [datafeed](#) with your products.

## Improving Your Website's PageRank

Include useful high-quality information on your site and then publicize your website. Getting others' websites to link to yours usually helps your [PageRank](#) and ranking on Google. But if Google suspects that you've traded links with other sites for the sole purpose of improving your ranking, it might penalize or blacklist your site. Find more suggestions for improving your Google PageRank on [Buzzle.com](#).

Obtain the PageRank of one or more pages with the [PageRank Value Report](#).

See the PageRank of a page with the [PageRank meter](#) in the Google [Toolbar](#) (an advanced feature). The more green the higher the PageRank.



Compare the relative PageRank of your site with other related sites by viewing the green bar to the left of a website in the web page section (near the bottom of the page) of the Google Directory page. (If your site isn't listed in the Directory, that's another way to improve its PageRank. See [www.dmoz.org/add.html](http://www.dmoz.org/add.html).)

Google Web Directory

Search only in Travel  Search the Web

Google Search [Directory Help](#)

**Travel**

[Recreation](#) > Travel [Go to Directory Home](#)

**Categories**

[Attractions](#) (34) [Lodging](#) (847) [Tour Operators](#) (11)  
[Consolidators](#) (29) [Preparation](#) (312) [Transportation](#) (696)  
[Destinations](#) (236) [Publications](#) (226) [Travel Agents](#) (21)  
[Guides and Directories](#) (157) [Specialty Travel](#) (3603) [Travelogues](#) (1829)  
[Image Galleries](#) (196)

Related Categories:

[Home > Consumer Information > Travel](#) (86)  
[Regional](#) (1539376)  
[Shopping > Travel](#) (183)  
[Society > People > Expatriates](#) (503)  
[Business > Hospitality](#) (2177)

**Web Pages** [Viewing in Google PageRank order](#) [View in alphabetical order](#)

[Lonely Planet](#) - <http://www.lonelyplanet.com/>  
Offers travel advice, detailed maps, travel news, popular message boards and health information. Also lists information and updates regarding their guidebooks.

[Concierge.com](#) - <http://www.concierge.com>  
Information on popular destinations including essays from Fodor's, restaurant and hotel listings, maps, weather,

When I first made this site publicly available, Google Guide wasn't in the first 100 sites on searches for [ [Google guide](#) ]. Thanks to the sites that linked to Google Guide and users who clicked on Google Guide in their search results, Google Guide is the top result for the queries [ [Google tutorial](#) ], [ [Google guide](#) ], [ [Google stock symbol](#) ], and [ [Google favorite features](#) ]. Being listed so highly on Google has improved the traffic flow to this site.

Since I'm a fan of Brompton's lightweight folding bicycles and wish to improve the PageRank of [www.foldabikes.com](http://www.foldabikes.com), I'm including a link to my local Brompton authorized dealer's website.

In the next section, [Advertising Your Website](#), I'll tell you how I increase traffic through running inexpensive ads.

## Advertising Your Website

To generate traffic, I first told my friends and colleagues about Google Guide. Then I told people in the press and the search-engine field about it. When Google Guide was mentioned in an article or website, traffic would increase. To increase traffic to Google Guide and to learn what it's like to be a Google advertiser, I became an [AdWords](#) advertiser.

I created my own ads, chose queries and keywords my ads should match, and specified the maximum I was willing to spend on an advertising campaign. Google charges me only when someone clicks on one of my ads.

I increased the effectiveness of my advertising by following wonderful suggestions from Perry Marshall's free 5-day course and from his [Definitive Guide to Google AdWords](#), which you can learn about at [www.perrymarshall.com/google/](http://www.perrymarshall.com/google/). I tested lots of ads targeted on many different queries and keywords until I found ones that got favorable responses from users, i.e., the ads that users clicked on. And Google has rewarded me by overrunning my ads, i.e., showing some of them from time to time at no cost to me.

## Generating Revenue by Running Ads on Your Website

"Google AdSense is for web publishers who want to make more revenue from advertising on their site while maintaining editorial quality. AdSense delivers Google ads that are relevant to what your readers see on your pages — and Google pays you." —[www.google.com/adsense/](http://www.google.com/adsense/)

At first I was reluctant to run ads on Google Guide. I didn't want to create any distractions that would lure visitors away from my site. But visitors leave even if I don't run ads. So I ran ads at the bottom of a page because I thought they would only distract viewers who weren't interested in my site. Few users clicked on the ads. Later I moved the ads to the top of a page. The response rate more than doubled and so did revenue.

Since I would rather not distract readers, now I run few AdSense ads, like the one below, on the Google Guide website.

This page was last modified on Monday January 02, 2006.

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[\[Home\]](#) [\[Intro\]](#) [\[Contents\]](#) [\[Print\]](#) [\[Favorites\]](#) [\[Query Input\]](#) [\[Understanding Results\]](#) [\[Special Tools\]](#) [\[Developing a Website\]](#) [\[Appendix\]](#)

◀ Previous Next ▶



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