



Publicizing a Travel Website via Search Engine Optimization
and other Online Techniques

by

Mr. Rachan Kalra

Submitted in Partial Fulfillment of the
Requirements for the Degree of
Master of Science
in Technology Management
Assumption University

February, 2003

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Project Title Publicizing a Travel Website via Search Engine Optimization
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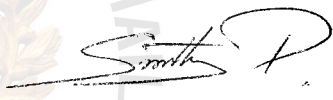
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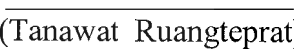
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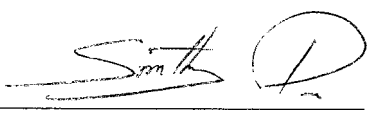

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Initially he worked as a Search Engines Promotion Manager controlling over 10 travel destinations in Asia before moving to control other region such as Europe and Australia. Within 8 months, he was promoted to become an Online Marketing Consultant. His main function was to control the marketing strategies used by the company and to seek new ways to increase traffic to the company's website.

Currently, with a strong commitment and self enjoyment of being an Internet geek, he has taken a step forward to run his own Internet Company.

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ABSTRACT

This project is the study of different website optimization techniques used for online travel website especially those sites providing accommodation reservation service. As most of the traffic that hits the website comes from search engines, it is important to understand how different types of search engines work.

Being listed on these major search engines is not as important as being listed on the top 10 or 20 positions with them. Therefore, this project will emphasize different techniques of search engine optimization and other online methods that aims at increasing traffic.

Search engine optimization comprises of:

- 1) Selecting an appropriate domain name to market
- 2) Choosing a good and reliable web host
- 3) Designing the page to meet optimization standard
- 4) Submitting the site to different search engines
- 5) Creating both inbound and outbound link popularity

On the other hand, it is also important to understand other online techniques that work well at pulling traffic to the website. Certain techniques include placing links, ezine advertising, writing articles and managing opt-in lists.

Finally, no techniques will work without evaluation or measurement process. The process will include check URL with different search engines, link popularity check, analyzing of raw web log files and search engine positioning.

I. INTRODUCTION

1.1 General Background

In this modern competitive world, it is very important to keep up with the pace of the world. As Internet has emerged as a very popular medium for business, there lies tremendous opportunity through e-business. The concept that does not limit itself by means of reducing printing brochures and mailing cost, but also gives tremendous business opportunity. Many people are still unaware about the exact way to do and gain business through the Internet.

Gone are the days when e-business was a synonym of a computer **geek**. With the growth of transaction being settled within a fraction of seconds, e-business has indeed become a necessity.

In this era of cut-throat competition your competitors having an access to e-business might just steal your clients right under your nose. Leaving you waiting for business to come. Those who hook on will survive, others will simply perish.

It is also very important to understand the nature of doing e-business. The fact is that not every business is going to be a success when trying to turn itself into e-business. In other words, e-business plays a vital part in a limited type of industry.

Online travel industry has indeed become a great success in the past years. The nature of business that does not hold tangible inventories had call in several investors into the industry. Online travel does not limit itself to only hotels reservations but airline ticketing, car rental, etc.

The Travel Industry Association of America (TIAA) estimates that around 64 million Americans now research their travel options online. This marks a dramatic rise

from 1997 when just 12 million Americans planned and researched travel options via the Net.

Around 42 percent of online travel planners say they now do all or most of their trip planning online, up from 29 percent last year. In 2002, over 39 million people actually booked travel using the Internet, up 25 percent on 2001. The research also indicates that 70 percent of travel planners say they now carry out at least half of their travel booking online, compared with 56 percent last year. Accommodation has been purchased by around 57 percent of online travel bookers, while rental cars have been bought by 37 percent of online buyers.

The study also indicates that Australia and Japan are the region's most mature markets, but at present, less than three percent of all travel bookings in the Asia-Pacific region are made online.

With all the mentioned figures above, it is an opportunity for the young entrepreneurs who seek to find new ways of doing business to invest in the online travel industry.

It is not a difficult task to start up an online travel website. Like other website, we first need to find a good domain name and a good hosting company that can keep our site up and running all the time. We then need to design few web pages, find few suppliers (for example: hotel rooms), and set up a secure online payment gateway.

The next thing that we need to understand is Internet marketing. Marketing the website on the Internet is different than marketing a product or service offline. The number of people who surf the Internet, the volumes of information and websites available, banner ads, promotion, public relation, online surveys and new media all blend

together into an ever-changing model of Internet marketing. In the old days, the choices were far simpler. With millions and millions of websites even makes it difficult to do online marketing. Finding through search engines is one of the most popular ways of how your target market finds you.

1.2 Problem Statement

According to Nielson study, 84.8 percent of people use search engines to find new websites. The vast majority of Internet users find new web sites by using a search engine. A position within the top 20 listings of a major search engine produces tremendously increases traffic to a website. But as said, only 20 listing or a maximum of 20 websites will have a boost in their traffic, therefore it is necessary to understand how search engines work and according to design and optimize the website to meet their requirements.

However, it is important to understand the difference between the concept of search engine submission and search engine optimization. Search engine optimization as a big picture represents the concept of setting up, designing and maintaining the site. While search submission is a part of search engine optimization.

On the other hand, one should not rely only on search engine optimization but simultaneously works with other useful techniques that shall be explored throughout this project.

1.3 Objectives

The objectives of this project are as follows:

- 1) To be able to come up with a fool proofed technique for search engines optimization.

- 2) To be able to rank high (top 20 listings) in major search engines for a selected group of keyword or keyword phrases.
- 3) To come up with the online publicizing technique required for an online travel **website** that offers accommodation reservations services.
- 4) To help any country wishing to promote its travel industry, especially Thailand.
- 5) Not only with travel industry, has this project also aimed at providing a one stop resource for any industry who wish to do online publicizing.

1.4 Scope of Work

The scope of this project aims at finding a fool proofed technique in order to efficiently publicizing a **website**, especially the online travel portal **website**. Besides search engine optimization techniques, we will try to come up with other online techniques such as creating inbound and outbound links, search engine submission, maintaining and managing the site to achieve traffics.

The scope of the project can be classified as follows:

- 1) Basic understanding of online travel industry and travel **website**
- 2) Understand different **internet** marketing strategy
- 3) Planning the **website** strategy to meet the concept of search engine optimization
- 4) Designing a **website** that works well with search engine optimization
- 5) Creating doorway pages and link popularity to achieve good position with search engines

- 6) Understand different types of search engines and ways to submit pages to them
- 7) Evaluate the result by using link popularity check, analyzing the web log files and search engine positioning.



II. LITERATURE REVIEW

2.1 The Online Travel Industry

The travel industry is seeing a major shift in distribution channel as the Internet exerts its power as a new medium of commerce. Consumers opt to use the Internet to book a trip rather than use a travel agent for several reasons:

1) *Convenience*

The Internet is open 24 hours per day, seven days per week. Certain travel reports that 60% of its traffic occurs after 6 p.m. on weekends.

2) *Self-service*

Eliminating a human agent allows prospective travelers to access a very large amount of information at their own pace.

3) *Interface quality*

As a channel for communicating information about traveling, using a Web browser's graphical user interface is superior to transcribing information from a human agent on the telephone. Higher-bandwidth connections in the future will open up even more possibilities.

4) *Prices*

The Internet is useful for comparison shopping, and it enables business models that would be completely impractical using print-based media, such as online auctions. In addition, consumers can be notified by email for any special bargain.

2.2 Search Engine Optimization

Search Engine Optimization (SEO) is an important online marketing tool. Although the term "search engine" often is used to refer both to search engines (strictly defined) and to directories, there are important differences between these two types of search sites. Search engines compile their indexes by running computer programs ("spiders") that "crawl" the Web and index individual Web pages, usually with no attempt to categorize them. Directories use human editors to find sites and place them in appropriate categories. Although search engines' indexes are both large and routinely updated, the quality and relevance of their results can be unpredictable. Directories have much smaller indexes than search engines do, and directories update more slowly as well, but they compensate by offering higher quality search results.

Each time that someone types in a key term at a search engine and requests results, that engine applies its own unique computer algorithm to calculate the relevance of each page in its index to that particular search. It then returns a list of results sorted in descending order of relevance. Although search engine ranking algorithms differ, they generally use a combination of the following factors, placing varying weights on the importance of each of them:

- Keyword in title tag
- Keyword placement in meta data (description, keyword)
- Keyword density and placement within body text
- Keyword in text of outgoing links
- Link popularity
- Page popularity

Moreover, good design is essential for the success of any Web site, and for the success of online marketing initiatives intended to increase customer use of that site. Although there are many aspects to good Web design, certain design decisions can have a significant effect on Web pages' rankings in search engines. The basic concepts are simple: Plain text is good, unhindered text based navigation is good, permanent URLs are good. Whatever interferes with these good things can be a problem.



III. MARKETING STRATEGY

3.1 Supply Chain Management in Online Travel Industry

Before we start to explore more about setting up and exercising the internet marketing strategy, it is important for us to understand the importance of supply chain management. The supply chain in online travel industry refers to the flow of product/service, in this case the hotel rooms to the end customer.

The hotels and resorts will act as a supplier and the online travel website will be an intermediate between them and the travelers. The supply chain will include the organizations and process that create and deliver these products and services. The task such as allocation of rooms, checking availability, accepts online payment, instant confirmation, etc. are included.

There are several software that allow the online travel website to run supply chain management over their website. This software will instantly benefit any travel website promoting hotels and resorts. It provides an immediate and cost-effective booking engine.

The visitors of the site will enjoy the convenience of a one-stop availability check, instant purchase and auto-generated email confirmation. The sale can be closed immediately without time-consuming emails between guests and the reservation staff.

3.1.2 The Benefit of Supply Chain Management

1) Optimize the potential of the website

Guest visiting the website increasingly expects the facility to check availability and confirm their accommodation instantly.

2) Decrease the administration costs

Guests confirm accommodation in real time at the **website** – the sale is closed immediately. This eliminates the need for time-consuming email correspondence.

3) Overcome hotel reluctance to negotiate room allocations

With supply chain management, we can provide properties with a link to manage their own room inventory. Properties can update their own room allocations 24 hours a day.

With this supply chain management, guest:

- Visit the **website** and explore the hotels/resorts information pages
- Explore the accommodation and choices on the site using a search function
- Find their preferred accommodation and check the availability of the required dates, preferred room type and rate
- Enter their credit card details on a secure server
- Receive instant confirmation of the reservation, and an auto-generated email will be sent from the **website**.

Each time a guest confirms a reservation, the site's reservation staff will receive an auto-generated email from the guest summarizing the booking details.

3.2 Internet Marketing Strategy

Developing a successful Internet marketing strategy is the key to every online success. The strategy not only involves the marketing and promotional efforts, but the **website** will also play an important role.

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Therefore, we must develop and implement both short-term and long-term marketing strategies to bring a continuous flow of targeted traffic the **website**.

Developing a powerful strategy is a very important part of the success. However, unless the web site is specifically designed to sell, the efforts will be useless. We must look at the entire picture before we begin.

Short-term marketing strategies are those that bring us a temporary boost in traffic. Although these techniques are very important to the over all plan, they are only a temporary traffic source and must not be solely relied upon.

Short-term marketing strategies include:

1) Purchasing Advertising

This form of short-term marketing includes **ezine** advertising, banner advertising and classified ads. Although it is important to occasionally purchase advertising, it is short-term and will produce short-term results.

2) Bulletin Board

Although sharing experiences at popular bulletin boards can provide us with a boost in traffic, it is a temporary boost. It will not continue to produce results. Most boards only display a certain number of posts and the rest are archived.

3) Search Engines

Obtaining a high ranking in the Search Engines is a never-ending battle. We may have a top ten ranking one day and the next day your site might drop. It is very important to submit the site to the search engines,

but trying to keep a top ten ranking is very time consuming but not impossible.

In order to create a steady stream of targeted traffic to the site, we must also market for the future. Long-term marketing techniques are those that will continue to produce results even years down the road.

Certain examples of long-term strategies include:

1) Opt-in Lists

Ask for the visitor's name and email address. In return provide them with a valuable publication, discount travel vouchers, or some other valuable information. By continuously building the opt-in lists, we are indeed creating a long-term database of potential customers.

2) Freebies

Give away something of value engraved with the organization name and services. The freebies might be software (currency converter for tourists), a free destination guide, etc. The key to creating long-term marketing freebie is to allow it to be freely distributed. If the freebies turns out to be worthy of possessing, it will quickly saturate the Internet and continue to circulate eternally.

3) Content

Provide the Internet community with contents. Contents comes in a variety of forms such as articles, traveling tips, do's and don't in a specific destination. Content is a highly sought after commodity and can provide us with a great deal of free exposure for years to come.

A solid Internet marketing plan will include everything from the ads to the 'thank you' and follow-up letters. Each process in the plan must perform a specific task.

- 1) The short-term marketing strategies will drive traffic to the **website** in intervals. Each time an ad has been placed, the traffic will increase.
- 2) The long-term marketing strategies will drive a steady stream of traffic to the **website**. The site will continue to increase over time.
- 3) The ad must draw the potential customer's attention and create curiosity. It must lead them to click through to our **website**.
- 4) The **website** will then take over and provide further information, while leading our potential customer to the booking page.
- 5) The booking page shall be packed with all the benefits that can be offered and call for action.
- 6) The marketing plan will continue to be implemented by closing the sale with a thank you letter.
- 7) The final step will be to send follow-up message in the future to provide good customer service and introduce new products.

A marketing plan is an absolute must. If we have no direction, we will travel in circles and ultimately never reach our goals. Plan out the work then work out the plan and we shall be pleasantly surprised with the outcome.

3.3 Planning the Website Strategy

Developing a professional website strategically designed to sell bookings and other services is one of the most important factors in determining the success. However, it is only the first step.

Before we begin the actual design process, we must determine the overall strategy and design of the website accordingly.

Internet marketers have basically two choices:

- 1) Design a content website that includes not only the products or services, but also information and resources that will be of interest to the target market. In this case, the additional information for tourists as a target market could be weather information, recreations around the destination, local news, destination map, etc.
- 2) Design a mini website that focuses on just one product or service, with no other content of any kind. This is widely used for destination which often have a high re-visit rate where customers are not interested with other information accept to book a destination accommodation.

Although both types of sites can be effective, the success will ultimately depend on the design and marketing strategies.

Content oriented sites are sites that provide visitors with content, articles, freebies and other useful resources. This type of website attracts their target audience with incentives.

When we are providing our visitors with quality information that teaches and inform them, we are not only gaining their trust by sharing our experience, but we are also building our credibility, which is very important on the Internet.

Once these trusts are gained, the visitors will be much more apt to purchase the products and services. The key to using this technique effectively is to provide content that targets your potential customer. This content is used to presell the visitors through education.

No matter which type of website strategy has been applied, it is vital to understand that the website is a direct reflection of the business. The appearance of the website is the most important factor in determining the website's value. If the site does not look professional or pleasing to the eyes at first glance, its perceived value will be low. Not only the site should be professional, it must also be specifically designed to sell. Everything within the website should have one specific purpose – getting the visitors to take action.

Every part of the site must be strategically designed. From the overall design to the sales copy for each will play a very important role. The site is an important sales tool and the following are the essential that a professional website should possess.

- 1) Domain name (www.myMaldivesHotels.net)
- 2) Quality, dependable web host
- 3) Customized email address
 - : booking@myMaldivesHotels.net
 - : cancel@myMaldivesHotels.net
- 4) Target the potential customer
- 5) Professional appearance
- 6) Professional looking graphics
- 7) Quality Product/Services

- 8) Effective sales copy
- 9) Easy booking process
- 10) Automated, personalized email
- 11) Customer database
- 12) Opt-in List
- 13) Easy to navigate
- 14) Load quickly
- 15) Search engine optimized

After much thought and considerations over the strategic plan and the types of the website, it is now time to start the real work.

The online marketing, believe it or not, actually starts from choosing the web host and registering the domain name.

3.4 Domain Name

When trying to select a good domain name, there are many factors that need to be taken into consideration.

It is also advisable to select a name that contains the most important keywords, as some search engine place relevancy on them.

Although there are many new domain extensions available, dot com and dot net is still the best choice. For many times, it is recommended to register both names but only promote one name to prevent unpredictable competitors.

Selecting a Domain Name

- 1) Try to select a domain name that contains the most important keyword.

(Reservations, hotels, resorts, travel, destination name, etc.)

- 2) Try to select a domain name that will be easily remembered.
- 3) Try to avoid using abbreviations or anything that will be difficult for the visitors to remember. (www.hkghotel.com)
- 4) Try to keep the domain name as short as possible. (www.welcometothailandhotels.com)

Take the time and select a quality Domain name that will grow the business.

3.5 Web Host

A Web host is simply a company that provides its customers with server space for the website. This includes all of the web pages, graphics, scripts, emails, and files. When the web address is typed into a browser, the web host is being contacted to locate and display the requested page.

Selecting a Web Host

When selecting a professional web host, the first consideration should be the company. Check out their background. Talk to some of their customers and ask them if they've been satisfied with their service.

- 1) Do they offer fast connections?
- 2) Do they have a back-up system in place to protect the data in case there is a power outage?
- 3) Do they require a long-term contract?
- 4) Do they charge set up fees or is there any hidden cost?
- 5) How is their customer support?
- 6) Do they provide you with free access to a secure server for order processing?

Take time to select the best meet the needs. It will be a well worth of time and effort in the long run.

Here are some basic features we should look for when selecting a web host:

- 1) 24/7 reliable technical support
- 2) Enough traffic transfer
- 3) Enough server space
- 4) Unlimited true POP email accounts
- 5) Unlimited email aliases
- 6) Email forwarding
- 7) Unlimited **autoresponders**
- 8) Unrestricted CGI-BIN
- 9) Access to **SSL Encrytion** for secure transactions
- 10) MySQL Database
- 11) Perl
- 12) **htaccess** password protection
- 13) Server Side Includes (SSI) support
- 14) Unlimited access to FTP/Telnet
- 15) Easy access to log files
- 16) Statistics on visits to the site

When selecting a web host, we must look at the entire picture prior to making the decision. We may find a host that charges \$5.00 - \$15.00 a month to host, however, their technical support may be poor, or the site may be slow or down most of the time.

A lower monthly payment may look appealing, but how much is it actually going to cost us in lost sales. Most likely much more than the amount we will save.

3.6 Web Design

The appearance of the **website** is one of the most important aspects of the business success. The product or service will literally be judged by the appearance of the site.

Poor web design is one leading cause of e-business failure. There are thousands of home-based Internet businesses struggling to make a living online. The problem is, they do not take the time to learn how to properly design their sites.

Web Design Guidelines

- 1) The main page should specifically let the visitors know exactly what we are offering. If the potential customer cannot find the product or service, they definitely will not waste a lot of time looking for it. They will go on to the next site and probably never return. They are visiting our site for a specific purpose. They want something the site offers.
- 2) Always create a page with the company information. These may include company's name, address, staff members, phone numbers and email contact information.
- 3) Keep in mind, the visitors may enter the site from pages other than the main page. Make sure to include a good navigational links on every page. This can be a dual benefit for the navigation and link popularity wise.
- 4) Use caution when selecting the background and text color. Busy backgrounds make text difficult to read and draw the attention away from the text. In

addition, always be consistent with the background theme on each page of the site.

Bright colors such as yellow and orange cause us to become more cheerful or happy, while colors such as blue and purple have a calming effect. Dark colors such as brown and black have a depressing effect. A good rule of thumb is to use colors based on the type of effect you are trying to achieve.

- 5) Always check and double-check the site for spelling and grammatical errors, and make sure that images and links are all working properly. If the site has several errors, this will make the site appear to be unprofessional and often ignored by search engines.
- 6) View the site through different browsers and screen resolutions so we can see how different visitors will view our site.
- 7) Most important, add new content to the site. Give the visitors a reason to keep coming back.

Appealing Product Appealing Design

When preparing to design a **website**, we must first decide on the focus of the site. If we are designing a mini-site, the site should focus on one particular product. However, content sites are a bit different. If we are developing a content site, the site should focus on a subject on which we have a great deal of knowledge, in this case, traveling. In addition, the images, **ezone** and content should also relate.

The top priority must be the product. If our potential customer cannot find the products, we are not going to make any sales. The main page of the site is the storefront

(booking counter). It should load quickly and provide the visitors with a complete overview of things that the site offers.

Instead of trying to cram all of the information into the main page, consider creating sections. These sections can contain highlights of the information with a link to further information.

Load Time

According to two surveys conducted by Forrester Research and Gartner Group, ecommerce sites are losing \$1.1 to \$1.3 billion in revenue each year due to customer click-away caused by slow loading website. It is recommended that the main page of the website should load within 8 seconds or less with a 56K modem.



IV. SEARCH ENGINES

4.1 Understanding Search Engines

The term "search engine" is often used generically to describe both crawler-based search engines and human-powered directories. These two types of search engines gather their listing in radically different ways. And before we explore more about the success of an online travel website that offers hotels/resorts booking via search engines, let us understand on how to work with search engines.

1) *Crawler-Based Search Engines*

Crawler-based search engines such as Google, create their listings automatically. The "crawl" or "spider" the web, then people search through what they have found.

If there are changes on the page, crawler-based search engines eventually find these changes, and that affect on how we are listed.

2) *Human-Powered Directories*

A human-powered directory such as Yahoo! depends on humans for its listings. We submit a short-description to the directory for the entire site. A search looks for matches only in the description submitted.

Changing the pages has no effect on the listing. Things that are useful for improving a listing with a search engine have nothing to do with improving a listing in a directory. The only exception is that a good site, with good content, might be more likely to get reviewed for free than a poor site.

4.2 Search Optimization

Before we begin, it is important to make a distinction between search engine submission and search engine optimization. These terms, along with others, are sometimes used synonymously to discuss different efforts to promote sites on search engines. However, they are used to refer to some specific activities.

1) Search Engine Submission

"Search engine submission" refers to the act of getting the web site listed with search engines. Another term for this is search engine registration.

Getting listed does not mean that it will necessarily rank well for particular terms, however. It simply means that the search engine knows that the pages exist.

2) Search Engine Optimization

"Search engine optimization" refers to the act of altering the site so that it may rank well for particular terms, especially with crawler-based search engines.

3) Search Engine Placement & Positioning

Terms such as "search engine placement," "search engine positioning" and "search engine ranking" refer to a site actually doing well for particular terms or for a range of terms at search engines. This is the ultimate goal for many people - to get that "top ten" ranking for a particular keyword or search terms.

4) Search Engine Marketing and Promotion

Terms such as "search engine marketing" or "search engine promotion" refer to the overall process of marketing a site on search engines. This includes submission, optimization, managing paid listings and more.

These terms also highlight the fact that doing well with search engines is not just about submitting right, optimizing well or getting a good rank for a particular term. It is about the overall job of improving how the site interacts with search engines, so that the audience can find us.

4.3 Optimization: META TAGS

When designing the web page, we must specifically design it to rank high in the search engines. This involves much more than just including META tags. The keywords, title, image alt text, text and overall design, all play an important role in determining how the site will rank.

If the website does not rank in the top 10 or 20 results when doing a keyword search, the target audience will not be able to find us.

A significant amount of website traffic originates from the major search engines. Most travelers will go to a search engine, type in a keyword phrase and look through the top 10 – 20 results. Most of the time, they will find what they are looking for in the first 10 results.

There are many components of the web page that we should pay close attention to when preparing it for listing in a search engine. The first step towards improving the listing is selecting keyword phrases that best reflect the web page.

4.3.1 Keywords and Keywords Phrases

A keyword is a word that best describes the webpage. For example, if the page is focusing traveling, then the best keyword will be "traveling".

A keyword phrase is two or more words that best describe the webpage. If the webpage is focusing on traveling in Maldives, then the best keyword phrase will be "traveling in Maldives" or "resorts in Maldives".

When preparing the webpage, we should concentrate on just a couple of keyword phrases used in different variations. Avoid using general one-word keywords, as it would definitely not rank high in the search engines. If the site is focusing on traveling in Maldives, then we should avoid using the keyword as "Maldives" because it will be too general.

Selecting the best keyword phrase is the most important step towards optimizing the pages for the search engine.

Another great way to use keyword phrases, especially for traveling website that sells hotel, is to use very unique words. For example, if the site is about traveling in Maldives, use specific hotel or resort name on each of the hotel page. This will drive highly targeting travelers to the site.

Overture provides a wonderful tool that will enable us to check for the keyword and receive a complete list of similar keyword phrases.

4.3.2 <META> Tags

META tags are HTML code that is placed between the <HEAD> and </HEAD> tags and instruct the browser.

4.3.2.1 Description Tag

The META description tag will contain a description of the site. This description will be visible in some of the search engines when the site is returned in a search.

<META name="DESCRIPTION" content="Online reservation and travel information for

hotels/resort in Maldives.">

4.3.2.2 Keyword Tag

The META keywords tag will contain a listing of the keywords and keyword phrases that are relevant to the page and enable the search engines to find. The most effective use of keywords is to concentrate on just a few keyword phrases.

<META name="KEYWORDS" content="hotels in maldives, maldives resorts">

4.3.2.3 Robots Tag

One other META tag worth mentioning is the robots tag. This tag will help specifying for a particular page that should not be indexed by a search engine. To keep the spider out, simply add the following text between the head tags on each page that need no indexing.

<META name="ROBOTS" content="NOINDEX">

META TAGS	DESCRIPTION
Description	The tag is highly supported by most search engines and crawlers.
Keywords	The tag is supported by most spiders and worth the time to implement it.
Robots	This tag enjoys full support, but only need it if the page does not need indexing.

Table 4-1 Meta tags

4.4 How Search Engines Rank Web Pages

Search for anything using the favorite crawler-based search engine. Nearly instantly, the search engine will sort through millions of pages it knows about and present the visitors with ones that match the search topic. The matches will even be ranked, so that most relevant ones come first.

One of the main rules in a ranking algorithm involves the location and frequency of keywords on a **webpage**.

It is just like walking into a library and asking the librarian for travel book. The librarian will need to find books to match the request of "travel", so it makes sense that they will first look at books with travel in the title. Search engines operate the same way. Pages with the search terms appearing in the HTML title tag are often assumed to be more relevant than others to the topic.

Search engines will also check to see if the search keywords appear near the top of a **webpage**, such as in the headline or in the first few paragraphs of text. They assume that any page relevant to the topic will mention those words right from the beginning.

Frequency is the other major factor in how search engines determine relevancy. A search engine will analyze how often keywords appear in relation to other words in a **webpage**. Those with a higher frequency are often deemed more relevant than other pages.

Understanding all the mentioned facts, it is important to come up with a solution to help the **website** ranks well with major search engines. After all, search engines are one of the primary ways that travelers find the site. That is why a **website** with good search engine listing may see a dramatic increase in traffic.

Everyone wants those good listing. Unfortunately, many **websites** appear poorly in search engine rankings or may not be listed at all because they fail to consider how search engines work.

In particular, submitting to search engines is only part of the challenge of getting good search engine positioning. It is also important to prepare a web site through search engine optimization.

The next section will provide information, techniques and example for search engine optimization for an online travel **website**. The guide is a way to trick search engines and crawlers.

4.5 Doorway Pages

A doorway page, also referred to as gateway, bridge or entryway page, is a **webpage** specifically designed to rank high in the search engines for a specific keyword or keyword phrase. Not just a blank page with link that redirects to the main page, but a powerful, content rich page packed with keywords.

It is very important to have a high ranking in the search engine for sites that are doing business on the Internet. The competition is fierce, but it can be done. But before we jump into the "not very secret" method of designing a doorway page, let us first understand the component of a doorway page.

4.5.1 Choosing Effective Keyword Phrases

First of all, select one or two most specific keyword phrases that best describe the **website**. A **website** for hotels reservation in Maldives could be: Maldives resorts, hotels in Maldives. Place the keyword phrases, separated with a comma, in the keyword META tags between the heading tags of the HTML.

```
<META name="KEYWORDS" content="maldives resorts, hotels in maldives">
```

4.5.2 Writing a Descriptive Sentence

Write a descriptive sentence about the site packed with keywords in the description META tag.

```
<META name="DESCRIPTION" content="Online reservation and useful travel  
information for hotels and resorts in Maldives">
```

4.5.3 Write a Descriptive Title

Write a descriptive title for the page that includes the keywords

```
<TITLE>resorts and hotels in maldives</TITLE>
```

4.5.3 Placing Keywords within a Heading Tag

Many search engines place relevancy on text displayed within a HEADING tag. Place a descriptive title within a heading tag at the top of the page.

```
<H2>Hotels in Maldives</H2>
```

4.5.4 Placing Keyword within an Image Tag

The doorway page should load very quickly, so one must keep the graphics to a minimum. Make sure there is no banner on the page. Use alt tag with all the images.

```
<IMG SRC="hotels-in-maldives.gif" HEIGHT="40" WIDTH="40" ALT="hotels in  
maldives">
```

4.5.5 Placing Keywords within Comment Tag

In addition to placing the keywords in the META tags, Title and Image tag, we can also use the Comment tag. Comment tags can be used throughout the page to organize the content. They also provide another great way to place the keywords. These comments will not be visible on the page.

```
<!--Begin hotels in maldives -->
```

```
<!--End hotels in maldives -->
```



4.6 Doorway Page Structure

The doorway page will only be seen by crawlers not normal visitors.

hotels in Maldives

A

Excellent resource of special discount hotels in Maldives. Just click on the map to fix your destination. You will find a comprehensive list of hotels in Maldives where we can assure you of comfortable, amenities and attractive discount rate from list of hotels in Maldives. We treat your reservation like person. We present leading hotels at 10 popular destinations including hotel description and facilities.

hotels in maldives

* Maldives resorts

A

Apart from online booking hotels service we also serve you with helpful links for planning trip to Maldives resorts. See more and know more about leading hotels, graphics of rooms, recreation, facilities and also country information, currency converter, maps, the weather, period of stay, room type, Internet rate per room per night included all taxes. As specialist in booking online, we have close relationship with many hotels in our list so

we are proud to say that your comfort is assured like treating you individually. Book your maldives resorts now.

maldives resorts

Additional resources:

hotels in maldives

travel maldives

maldives hotels

maldives accommodation

hotel reservation maldives

diving maldives

maldives resorts

maldives hotel

maldives islands

Our Partners

The doorway page will not be seen by the normal visitors whose browser support frames. But will be seen by web spider due to the fact that crawlers do not support frames. The doorway page will be indexed by the crawlers.

The frame page will be saved as either `hotels-in-maldives.htm` or `maldives-resorts.htm`. The frame page will contain two pages namely the index page that allows normal visitors to see, and a blank page that contain no meaning. The secret is hiding the doorway page under this frame page.

```
<HTML>

<HEAD>

<TITLE>resorts and hotels in maldives</TITLE>

<META name="KEYWORDS" content ="maldives resorts, hotels in maldives">
<META  name="DESCRIPTION"  content="Online reservation and useful travel
information for hotels and resorts in Maldives">

<FRAMESET border=0 frameSpacing=0 rows=100%,* frameBorder=no>
<FRAME name=hotels-in-maldives src="index.htm" noResize>
<FRAME name=maldives-resort src="somefile.htm" noResize scrolling=no>

<NOFRAMES>
```

```

<body>

<!--Begin hotels in maldives -->

<center>

<h2>hotels in Maldives</h2>

</center>

<p>

<img SRC="hotels-in-maldives.gif" ALT="hotels in maldives" BORDER=0 height=40
width=40>

</p>

<p>Excellent resource of special discount hotels in Maldives. Just click on
the map to fix your destination. You will find a comprehensive list of
hotels in Maldives where we can assure you of comfortable, amenities and
attractive discount rate from list of hotels in Maldives. We treat your
reservation like person. We present leading hotels at 10 popular destinations
including hotel description and facilities.</p>

<p>

```


hotels in maldives

<p>

<center>

<h2>Maldives resorts</h2>

</center>

<p>

<img SRC="hotels-in-maldives-2.gif" ALT="Maldives resorts" BORDER=0 height=40
width=40>

<p>Apart from online booking hotels service we also serve you with helpful
links for planning trip to Maldives resorts. See more and know more about
leading hotels, graphics of rooms, recreation, facilities and also country
information, currency converter, maps, the weather, period of stay, room type,
internet rate per room per night included all taxes. As specialist in booking

online, we have close relationship with many hotels in our list so we are proud to say that your comfort is assured like treating you individually. Book your **maldives** resorts now.

<p>

maldives resorts

<center>

<p>Additional resources:

<p>hotels
in maldives

<p>travel
maldives

<p>maldives
hotels

<p>maldives accommodation

<p>hotel reservation maldives

<p>diving maldives

<p>maldives resorts

<p>maldives hotel

<p>maldives islands

<p>Our Partners</center>

```
<!--End hotels in maldives -->
```

```
</body>
```

```
</NOFRAMES>
```

```
</FRAMESET>
```

```
</HTML>
```

When we are ready to submit the pages to the search engines, submit only one page each day (an advisable gap of 25 hours). If there are several pages to be submitted, an additional page that contains links to each doorway pages can be created.

Creating doorway pages is a powerful way to increase website traffic. However, all the pages should provide valuable content and be specifically designed to rank high in the search engines.

4.7 Search Engine Submission

Once the doorway pages have been designed and verified it is the time to submit these pages to major search engine, including both human-based and crawler-based search engines.

Remember never to submit doorway pages to human-based search engine as they are designed to trick crawlers not human

4.7.1 Submitting to Directories: Yahoo, LookSmart and The Open Directory

Directories are search engines powered by human beings. Human editors compile all the listings that directories have. Getting listed with the web's key directories is very important, because their listings are seen by many people. In addition, if the website are listed with them, then crawler-based search engines are more likely to find the site and add it to their listing for free.

When adding the site to these engines, it is essential that the description ignores the marketing phrases.

A good description

Online reservation service for hotels/resort in Maldives plus guide to various destinations and information for islands of Maldives.

A bad description

World's LARGEST portal of hotels and resorts in Maldives, offering the BEST price on the Internet.

4.7.1.2 Submitting to Yahoo!

Yahoo has two submission options: "Standard", which is free, and "Yahoo Express", which involves a submission fee.

Anyone can use Standard submission to submit for free to a non-commercial category. The submission is more likely to be accepted if the content is not overtly commercial. Submitting an online travel portal for hotels/resorts in Maldives might be

considered to be a commercial website. However, if the pages within the site discussed in depth about the facts and tourist information then that page might be deemed helpful.

As for the commercial categories, Yahoo requires that sites pay a Yahoo Express Submission fee of \$299.00 per year. This fee does not guarantee that the site will be listed, on that we will get a yes or no answer about being accepted with seven business days. However, the vast majority of most decent sites are accepted.

YAHOO!

[Yahoo!](#) - [Help](#)

Suggest a Site to Yahoo!

There are two ways you can submit a site to the Yahoo! Directory. If you choose Yahoo! Express we guarantee that your site will be considered by our editors within 7 business days.

Yahoo! Express	Standard
7- Day Guarantee	Free!
US\$299.00 non-refundable, remaining annual fee	No time guarantee
<ul style="list-style-type: none">• Required for commercial listings but available for any site• Guaranteed and expedited consideration of your site within 7 business days	<p>Most non-commercial sites have been suggested to Yahoo! this way</p> <p>Due to the volume of suggestions, we cannot guarantee a timely consideration of your site.</p>
Learn more...	Learn more...
Suggest via	Suggest via
<u>Yahoo! Express</u>	<u>Standard Consideration</u>

Interested in submitting 50 or more sites through **Yahoo! Express**?
Learn more about our [Bulk Submission Program](#).

Figure 4-1 Submitting website to Yahoo!

4.7.1.3 Submitting to LookSmart

Another important directory is LookSmart. This is because LookSmart provides the main listings used by the popular MSN Search service. LookSmart's listings are also distributed to other search engines.

As with Yahoo, LookSmart has a free submit option for its non-commercial categories and a paid option for its commercial ones.

To submit for free, one must go to Zeal.com which uses volunteer editors to catalog the web.

4.7.1.4 Submitting to The Open Directory

The Open Directory is a volunteer-built guide to web. It is provided as an option at many major search engines, including Google. The good news is that submission is absolutely free. The bad news is that this means there is no guaranteed turnaround time to getting a yes or no answer for acceptance.

4.7.2 Submitting to Crawlers: Google, Inktomi, FAST, Teoman and AltaVista

Crawler-based search engines automatically visit web pages to complete their listings. This means that; unlike directories, the site will have several pages listed with them. This also means that by taking care in how the pages are build, we might rank well in crawler-based engines. Thus, it is advisable to submit doorway pages to these type of search engines.

4.7.2.1 Submitting to Google

The absolute best way to get listed with Google is to build links to the website after we have submitted doorway pages to them. Crawlers follow links, so if we have a

good links pointing at the site, the crawlers are more likely to find and include the pages.

The topic on link popularity will be discussed later.

Google

[Home](#)

[AU About Google](#)
[Advertise with Us](#)
[Search Solutions](#)
[Webmaster Info](#)

Find on this site:

[Search](#)

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your **URL** here. We do not add all submitted **URLs** to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your **full URL**, including the **http://** prefix. For example:
http: google.com/. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by **Google**.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, **Googlebot**, will be able to find the rest. **Google** updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

http://www.mymaldiveshotels.com

Comments: 'Online reservation and useful travel information to

Add **URL** 1

Need to remove a site from **Google**? For more information, [click here](#).

Other Options

Ad,
Create your own targeted ads using **AdWords**. With credit card payment, you can see your ad on **Google** today.

Google offers a superior **SiteSearch** and the **world's best web search** in almost any configuration you want.

Figure 4-2 Submitting website to Google.

4.7.2.2 Submitting to Inktomi

Inktomi is an important crawler-based search engine because it provides backup results to the popular MSN Search. As covered with Google, building links is the best way to get listed for free.

4.7.2.3 Submitting to FAST Search

FAST Search is an important crawler-based search engine primarily because it powers the primary results for Lycos. It also maintains its own search engine called AllTheWeb.

42

alltheWeb

Frequently Asked Questions	Submit Your Site
Web Search	
Web Results	
Advanced Web Search	Submitted sites will be scheduled for addition to AlltheWeb.com. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.
MP3 Search	
Picture Search	
News Search	For more information about adding your site to AlltheWeb.com, please see the Webmasters
Video Search	
FTP Search	Please enter your full URL, including the http:// prefix. Only the home page from a web site is necessary; you do not need to submit each individual page.
Query Language	
Webmaster Resources	
Webmasters' FAQ	Unit add: http://timw.mymaldiveshotels.com
Add AlltheWeb to your site	Your email address: webmaster@mymaldiveshotels.com
	SUBMIT URL
AlltheWeb Search Tools	
Microsoft Internet Explorer	
Mozilla and Netscape	
Netscape 4.0 and older	
Opera	
Apple Sherlock	

Figure 4-3 Submitting to Fast Search

4.7.2.4 Submitting to Teoma

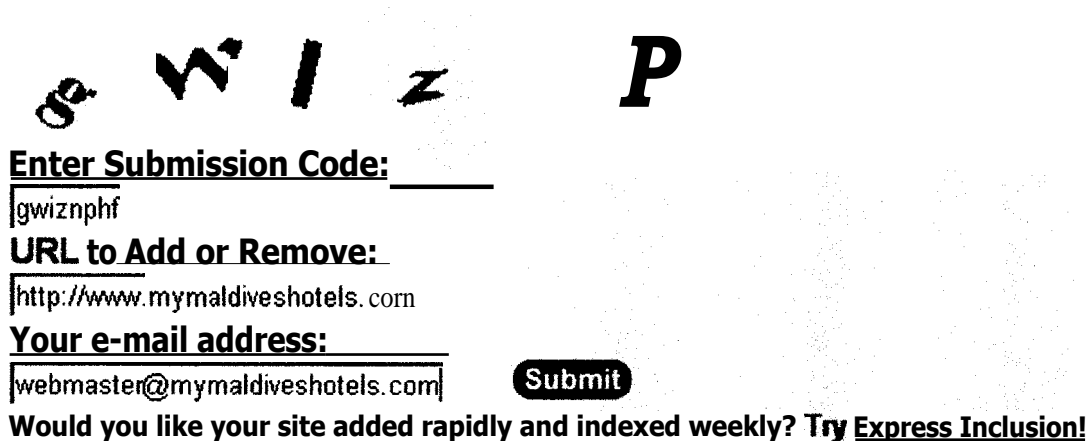
Teoma is an important crawler-based search engine because it powers the main of the results that appear at Ask Jeeves website.

4.7.2.5 Submitting to AltaVista

AltaVista is another important engine. While its popularity has dropped over the past year, significant numbers of people still use it to search the web.

As with other crawlers covered so far, building links is the best way to get listed for free.

Submission Code:



Enter Submission Code:
gwiznphf

URL to Add or Remove:
http://www.mymaldiveshotels.com

Your e-mail address:
webmaster@mymaldiveshotels.com

Submit

Would you like your site added rapidly and indexed weekly? Try **Express Inclusion!**

Figure 4-4 Submitting website to Altavista

4.7.3 Submitting Via Keyword Bidding: Overture

Overture accepts paid listing via bidding. This unique form of search engine advertising means that it can be guaranteed to appear in the top results for the terms within a day or less.

Overture, formerly known as GoTo allow sites to "bid" on the terms they wish to appear for. The owner of the site agrees to pay a certain amount each time someone clicks on the listing.

For instance, let say a travel website for destination like Maldives wished to appear in the top listing for "resorts in Maldives". We agree to pay 25 cents per click. If no one agrees to pay more than this then we would be in the number one spot. If someone else decides to pay 26 cents, then we will slip into the number two position.

If the goal is to build visibility on the search engines quickly, then Overture is an essential option. No other route can put the site in the top results of many major search engines in such a short period of time.

4.8 Link Popularity

Over the past years major changes have been taking place in regard to how a **website** is ranked in the search engines. There is an additional to the ranking system used by popular AltaVista, Excite, Google, Lycos and the search portion of Yahoo. This new system will track and rank sites according to the number of links pointing to a particular **website**. Not only is the number of links considered, but the quality of links is considered as well.

With these new changes in effect, not only are **websites** ranked by keyword relevancy, META tags, title and text, but the overall popularity of the **website** as well.

Establishing quality links to a **website** has always been an effective way to build traffic, but now has become a necessity.

By obtaining just a few links from high-traffic web sites the traffic will increase considerably. If the quality of the site is high, chances of being linked is also high. The way to get even high reciprocal links is by finding the targeted **websites** that may be interested in exchanging links with us. A targeted **website** will have similar content, but will not be in competition. A good way to find these sites is to visit any search engine and type in one of the keywords. For example, type "snorkeling in Maldives". Visit some of the top ranking sites and gather information such as, the owner's name, email address, etc. Contact the owner personally and discuss a link exchange with them. Tell them how link exchange will benefit both parties.

About 80% of all **website** traffic originates from search engines. It is well worth the time and effort to spend them developing as many links as possible. Not only will

these links bring additional traffic, but will increase the ranking at the search engines as well.

4.9 Measuring Link Popularity

The best way to discover how people find the site is to analyze the site's activity logs. Those unable to analyze their logs can instead use search engines to track down referral links. In particular, this method gives an idea of how "popular" a search engine believes the site to be. That's important for those search engines that rank sites in part by the site's link popularity.

4.9.1 AltaVista, Google & Northern Light

To search for pages linking to the site, simply enter the domain this way:

<code>link:mymaldiveshotels.com</code>
--

This will return all pages that have hyperlinks linking to mymaldiveshotels.com website.

alt vista
Web
Image
MP3/Audio
Directory
News

link:mymaldiveshotels.com
More Precision


SEARCH* a Worldwide t U.S. RESULTS in r An languages a: English, Spanish

Refine your search with AltaVista Prisma Click a term to focus your search. Click to replace your search.

Hong Kong >>
Hotels Guide >>
Online Booking >>

Online Reservation Service >>
Online Reservations >>
Rental Car >>

Resort Guide >>
Room Rates >>
Accommodation >>



Vista found 37 results

Hotels Hotel & Online Reservations

Asia y of Asia and Australasia hotel with discount up to 75% off rack rates including hotel in Thailand, England, Hong Kong etc.

asiahotels.net/ • Related Pages • Translate

More pages from asiahotels.net

Hong Kong Hotels and Resorts - Online Reservation Service

More than 400 hotels for your preview and online booking with discounts up to 75% off rack rates.

www.hongkonghotels.net/ta • Related Pages • Translate

Figure 4-5 Measuring link popularity with Altavista.

One can narrow the search to a particular URL by being more specific.

link:mymaldiveshotels.com/

Some pages from within the site probably link to each other. To eliminate these use the following

link:mymaldiveshotels.com -url:mymaldiveshotels.com

This only works at AltaVista and Northern Light. There is no way to count links to a page and also simultaneously subtract links from within the own site to a page with Google.

4.9.2 AllTheWeb.com

To search for pages linking to the site at AllTheWeb.com, use

link.all:mymaldiveshotels.com

4.10 Checking for URL

Some crawler-based search engines make it easy to confirm that the webpage is in their index. Many search engines have command that can be used to easily narrow the search to a single URL or to pages within a particular website. Below are the best ways to find the web pages in the major crawler-based search engines.

Search Engines	URL Search	Site Search
AltaVista	<u>url:http://mymaldiveshotels.com/hotels-in-maldives.htm</u>	host:mymaldiveshotels.com
AllTheWeb.com/FAS T Search	url.all:mymaldiveshotels.com/hotels-in-maldives.htm	url.host:mymaldiveshotels.com
Google	allinurl:mymaldiveshotels.com/hotels-in-maldives.htm	site:mymaldiveshotels.com mymaldiveshotels
Inktomi	originurl:http://mymaldiveshotels.com/hotels-in-maldives.htm	domain:mymaldiveshotels.com
Yahoo	u:mymaldiveshotels.com	

Table 4-2 Checking URL with major search engines

4.11 Other Online Promotion Techniques

In order to be successful online, whether we have a new website, product or service, we must continuously continue to promote it everywhere.

Creating a successful Internet presence involves much more than designing a great website or having the perfect product/service. Listing the site with major search engines is the first step; however, we must not solely rely on the search engines to bring more traffic. We must design a complete promotional strategy and work it everyday.

A good way to organize the promotions is to set up a project for the site including the timeline that contains complete strategies. The project should be divided into four sections.

- 1) Daily promotions
- 2) Weekly promotions
- 3) Monthly promotions
- 4) Miscellaneous promotions

1) Daily Promotions

a) Placing Links

The daily promotions should include posting the advertisement to a list of free classified advertising sites which are relevant and non-relevant to travel. Although this promotional technique is not as effective as it once was due, it will provide us with some additional links to the site.

There are several websites that will enable us to submit the classified advertisement to an entire network of sites with just one form. Some examples of these sites include:

- Yahoo Classified
- AdlandPro
- Web Sitings
- Epage

b) Discussion Boards

In addition, visit some popular discussion boards and share some experience. Although we may not advertise on discussion boards, we can include the signature file.

Steve John

Marketing Assistance

steve@myMaldivesHotels.com?db

Website: www.myMaldivesHotels.com?db

2) Weekly Promotions

a) Ezine Advertising / Ad Swaps

The weekly promotions should consist of placing an ezine advertisement and arrange ad swaps with fellow publishers.

3) Monthly Promotions

a) Writing Articles

Writing articles that may be freely published with our bylines is one of the best promotion methods used in online travel website. The article may be published in hundreds of ezines, on other website or even in magazines.

Example byline

Steve John, the author of this article, is a Market Assistance of a leading online travel website for destination like Maldives. Share your experience or ask for his advice before planning your trip to Maldives. Visit <http://www.myMaldivesHotels.com> for more information.

Once the article has been written, we will need to develop a list of publishers that may be interested in publishing it. The best way to accomplish this is to display the articles on the website. Let the visitor know that they may freely publish the articles as long as the bylines are included.

4) Miscellaneous Promotions

a) Opt-in Lists

Developing the list of targeted potential customers and existing customers is the absolute most important strategy can be used. Opt-in lists provide us with the ability to create a targeted list of potential customers in which we can advertise on a continual basis.

The key to creating an effective opt-in list is to provide subscribers with quality information. In order to start collecting email addresses, we will first need to set up a system that will enable the visitors to submit their

information, automatically subscribe them to the list and enable us to send out messages.

0 Collecting Email Addresses

There are many free list services scripts on the Internet that will enable us to set up a mailing list and many of them allow personalize messages.

ii) Setting up a Database

The next step will be to set up a database to enable us to store the subscriber's information, process subscription requests and email to them.

iii) Building the Subscriber Base

There are many powerful ways to build the subscriber base:

- 1) Place the subscription information in the signature
- 2) Place a sign-up box on every page of the site
- 3) Offer special discount just for subscribing
- 4) Provide a free service and require those using the service to agree to receive the publication.

V. EVALUATION

5.1 Web Log File Analysis

The final step in the search engine optimization is web log file analysis. The value of raw web logs are often not understood, but the truth is that the web log files are one of the most valuable resources we can have access as an Internet marketer.

Here are just a few examples of what the server logs can tell.

- 1) What search engine spiders have found the site?
- 2) What keywords are people using to find the site?
- 3) What search engine brings most traffic?
- 4) How many people visit the site?
- 5) What pages are most popular?
- 6) Who are linking to the site?

Web log files can tell if search engine optimization and other marketing techniques are working. They will show exactly in what areas are the success and which section we need to put more efforts onto.

Server log files are simple text files that are automatically generated every time someone accesses the website. Every "hit" to the site, including each view of a HTML document, image or other object, is logged. The raw web log file format is essentially one line of text for each hit to the site. This contains information about who was visiting the site, where they came from, and exactly what they were doing on the site.

```
dialup-69.96.220.203.acc01-waym-adl.comindico.com.au
[01/Feb/2003 :00:02 :22 -0500] "GET / HTTP/1.1" 20023261
"http://search.msn.com/results.asp
?ba=(0.30)0(.)0.....&co=(0.15)4(0.1)3.200.2.5.10.3..&FORM=MSNH&RS=CHECKED&
q=maldives+resort&rd=0&v=1&pn=2" "Mozilla/4.0 (compatible; MSIE 5.01; Windows
95)"
```

Figure 5-1 Raw log file

Web log files are not easy to understand in their original format. To get the most out of the log file data, we need to be able to see totals for the whole site, and compare the figure over time. For this, we will need a log analyzer. Such web log analyzer software can read the raw log files and turn them into easy to understand statistics that we can use to tweak search engine optimization strategy.

Sawmill web log analyzer is one of the leading log analyzer software solution. The following is a short explanation of some of the most common statistics given by most web log analyzers:

1) *Hits*

A hit is when a page, picture, file, etc is accessed on the site. If one person views a page with 10 pictures on it, that will be counted as 11 hits. Every single line in the web log file represents one hit.

2) *Unique Visitors*

Unique visitors are usually defined by IP address. If someone from a specific IP address looks at 50 different pages on the site, it is still only counted as one visitor.

3) *Visitors by hour/day*

If we have to make changes to the **website**, take it offline or make changes only when there are few visitors.

4) *Visitors Paths*

Shows how visitors have moved through the site, and which pages they have visited. Sometimes even the time spent on each page is displayed. This is some of the most important information one can get from the log files. It tells us what kind of pages the visitors want to see and what they like best on the site.

5) *Top Entry Pages*

Shows what page a user accesses as their first page when visiting the site. These are usually pages ranking high in search engines. The tip is never removed or renames these pages.

6) *Top Exit Pages* *

Shows which pages that user accesses as their last page when they are visiting the site. It would sound better if we have them leave our site at payment verification page. This is because they have closed a transaction with us.

7) *Countries*

Shows what countries visitors are coming from. Perhaps these statistics can make us change our mind and consider translating the site to different language and targeting foreign search engines.

8) *Refereeing Site*

Shows what URLs are refereeing to any page on the site. These sites link to the site. Make sure that all these pages are indexed in the search engines (link popularity) and consider linking back if other sites are related to travel.

Unknown **referrer** usually means that visitors either type in the link to the site or used book-marked links.

9) *Search Engines*

Shows which search engines have guided visitors to the site. Tell us where the search engine optimization works and where it does not.

10) *Search Keywords/Phrases*

This shows the keywords and keyword phrases that visitor types into search engines before visiting the website. If we can combine some of those single words into keyword phrases we never used before and then design a new doorway pages to rank high in the search engines.

5.1.1 Overview statistic

Filters: This page shows hits for all the log data (edit)

> Start Again	This view shows an overview of the statistics. (more...)	
Calendar		
Overview	Total hits:	19,188
Graphs of traffic over time	Total page views:	5,168
Top days	Total visitors:	1,487
Top years/months/days	Total bytes transferred:	177.09 Meg
Top weekdays (C)	Starting day:	01/Feb/2003
Top weekdays, avg. (C)	Ending day:	06/Feb/2003
Top weekdays	Total days covered:	6
Top hours	Average hits per day:	3,198
Top pages	Average page views per day:	861
Broken links (404s)	Average visitors per day:	332
Top pages/directories	Average bytes transferred per day:	29.52 Meg
Top file types	Average bytes transferred per second:	358 bytes
Top worms (attacks)	<p>These totals depend on the Filters, which are shown at the top of this and every other statistics page. The Filters let you view only part of your data, for instance to zoom in on a particular day, or a particular page. To change the Filters, click the "edit" link in the Filters section above, or use the calendar view.</p> <p>The list at the left shows the available views of the statistics. All of these views are based on the same data (the data described by the Filters), but each view breaks down the statistics differently. Click any view name to show that view. You can return to this page at any time by clicking "Overview."</p>	
Top screen dimensions		
Top screen depths	<p>Options:</p>	
Top visitor domains/hosts		
Top visitor countries/domains		
Top countries		
Top referrers		
Top search terms (C)		
Top referring domains		
Top search engines		
Top search phrases		
Top web browser types		
Top operating systems		
Top spiders/robots		
Top server domains		
Top authenticated users		
Top server responses		
Sessions overview		
Paths through the site		
Paths through a page		
Entry pages		
Exit pages		
Time spent on each page		
Individual Session(s)		
Single-page summary		

5.1.2 Traffic overtime

Filters: This page shows hits for all the log data (edit)

▼

Feb

▼

▼

2003

▼

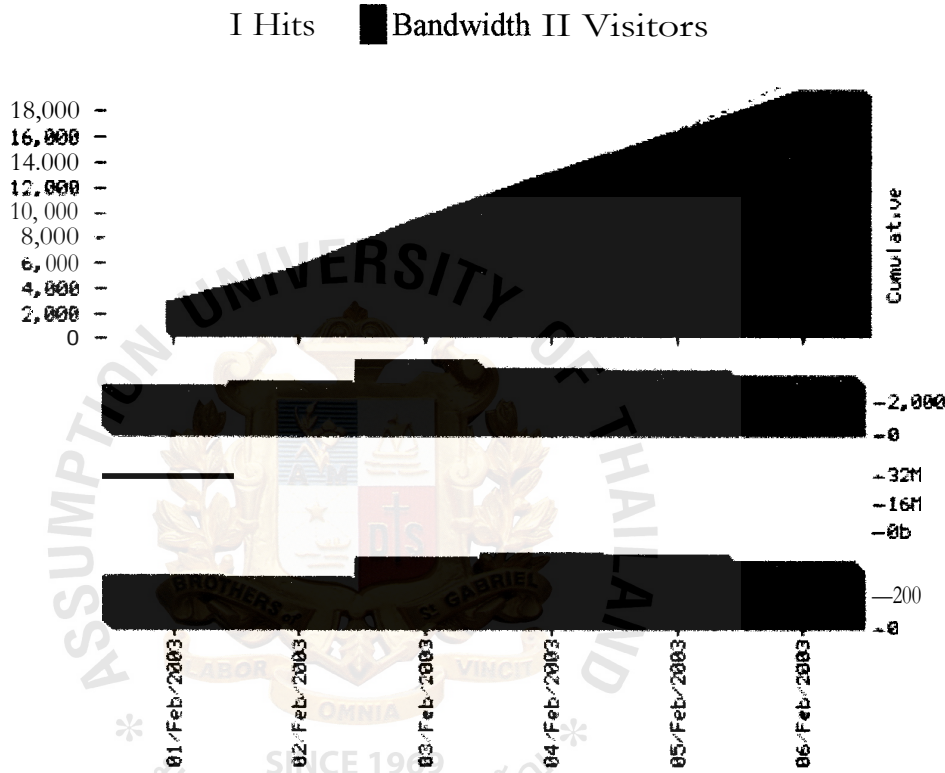
▼

2003

▼

- > Start Again
- Calendar
- Overview
- Graphs of traffic over time
- Top days
- Top years/months/days
- Top weekdays (C)
- Top weekdays, avg. (C)
- Top weekdays
- Top hours
- Top pages
- Broken links (404s)
- Top pages/directories
- Top file types
- Top worms (attacks)
- Top screen dimensions
- Top screen depths
- Top visitor domains/hosts
- Top visitor countries/domains
- Top countries
- Top referrers
- Top search terms (C)
- Top referring domains
- Top search engines
- Top search phrases
- Top web browser types
- Top operating systems
- Top spiders/robots
- Top server domains
- Top authenticated users
- Top server responses
- Sessions overview
- Paths through the site
- Paths through a page
- Entry pages
- Exit pages
- Time spent on each page
- Individual Session(s)
- Single-page summary

This is a graph of the traffic over time. This is useful for seeing how the traffic patterns are changing over time. The bars show the traffic for each time period, and the increasing graph shows the total cumulative traffic. (more...)



Equation of graph: $hits = 2805.49 * day^1$
(more than linear growth, average of 3837.60 hits per day)
Closeness of equation fit (r^2): 99.61%

Options: I

Sort: I chronologically

5.1.3 Traffic for each day

Filters: This page shows hits for all the log data (edit)

1

▼

Feb

▼

2003

▼

-

6

▼

Feb

▼

2003

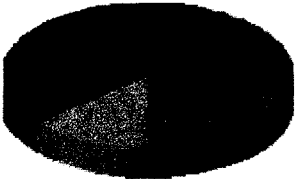
▼

>

> Start Again

This view shows the traffic for each day. To sort the data chronologically or reverse chronologically, choose chronologically or reverse chronologically from the Sort menu. (more...)

- Calendar
- Overview
- Graphs of traffic over time
- Top days
- Top years/months/days
- Top weekdays (C)
- Top weekdays, avg. (C)
- Top weekdays
- Top hours
- Top pages
- Broken links (404s)
- Top pages/directories
- Top file types
- Top worms (attacks)
- Top screen dimensions
- Top screen depths
- Top visitor domains/hosts
- Top visitor countries/domains
- Top countries
- Top referrers
- Top search terms (C)
- Top referring domains
- Top search engines
- Top search phrases
- Top web browser types
- Top operating systems
- Top spiders/robots
- Top server domains
- Top authenticated users
- Top server responses
- Sessions overview
- Paths through the site
- Paths through a page
- Entry pages
- Exit pages
- Time spent on each page
- Individual Session(s)
- Single-page summary



Page Views



Bandwidth

	Date/time range	Page views	Bandwidth	Visitors	Page views bar
1	03/Feb/2003 (Monday)	1 057	36.58M	366	
2	04/Feb/2003 (Tuesday)	953	32.28M	384	
3	05/Feb/2003 (Wednesday)	864	30.61M	374	
4	01/Feb/2003 (Saturday)	840	27.29M	264	
5	02/Feb/2003 (Sunday)	749	24.72M	259	
6	06/Feb/2003 (Thursday)	705	25.61M	348	
Average		861	29.52M	332	
Total		15,168	177.09M		

more rows | fewer rows | 10 rows | all rows | I export table

export all

Options: I

Sort: by page views

5.1.4 Traffic on each page

Filters: This page shows hits for all the log data (edit)

1

▼

Feb

▼

2003

▼

6

▼

Feb

▼

2003

▼

>

> **Start Again**

This view shows the traffic on each page and file of the site. (more...)

- Calendar
- Overview
- Graphs of traffic over time
- Top days
- Top years/months/days
- Top weekdays (C)
- Top weekdays, avg. (C)
- Top weekdays
- Top hours
- Top pages
- Broken links (404s)
- Top pages/directories
- Top file types
- Top worms (attacks)
- Top screen dimensions
- Top screen depths
- Top visitor domains/hosts
- Top visitor countries/domains
- Top countries
- Top referrers
- Top search terms (C)
- Top referring domains
- Top search engines
- Top search phrases
- Top web browser types
- Top operating systems
- Top spiders/robots
- Top server domains
- Top authenticated users
- Top server responses
- Sessions overview
- Paths through the site
- Paths through a page
- Entry pages
- Exit pages
- Time spent on each page
- Individual Session(s)
- Single-page summary

(parenthesized items omitted)

	Page or folder	Page views	Bandwidth	Visitors	Page views bar
1	O/ default	672	14.33M	402	
2	/hilton/index.php3	238	8.11M	185	
3	11/fullmoon/index.php3	167	5.79M	127	
4	/kuredu/index.php3	151	4.46M	131	
	/paradise/index.php3	138	4.51M	104	
6	/lagunabeach/index.php3	131	3819.441k	106	
7	/bandos/index.php3	131	4.15M	104	
	/kuramathi/index.php3	123	4.08M	95	
	/lily/index.php3	118	4044.63k	911	
10	/sun/index.php3	116	4031.77k	97	
	140 other items	3,143	80.02M	-	
	Total	5,128	137.06M		

Options: I

Sort:

more rows 1 fewer rows 10 rows all rows export table export all by page views

5.1.5 Visitors by countries

Filters: This page shows hits for all the log data (edit)

> Start Again

Calendar

Overview

Graphs of traffic over time

Top days

Top years/months/days

Top weekdays (C)

Top weekdays, avg. (C)

Top weekdays

Top hours

Top pages

Broken links (404s)

Top pages/directories

Top file types

Top worms (attacks)

Top screen dimensions

Top screen depths

Top visitor domains/hosts

Top visitor countries/domains

Top countries

Top referrers

Top search terms (C)

Top referring domains

Top search engines

Top search phrases

Top web browser types

Top operating systems

Top spiders/robots

Top server domains

Top authenticated users

Top server responses

Sessions overview

Paths through the site

Paths through a page

Entry pages

Exit pages

Time spent on each page

Individual Session(s)

Single-page summary

This view shows country names. It is computed from the IP address of the visitor, using a **GeoIP** database, so it will only have meaningful information if the visitors appear as IP addresses. It does not use the **hostname**, so for instance **.com** addresses will be correctly categorized by country of origin. (more...)

Page Views

Bandwidth

Country	Page views	Bandwidth	Visitors	Page views bar
United Kingdom	240	9.61M	98	
United States	143	4.21M	39	
3 Jordan	105	3618.03k		
Korea, Republic of	97	2614.77k		
Thailand	90	2598.45k	12	
Kuwait	82	2894.04k		
7 India	77	2721.96k	24	
8 Australia	53	2212.05k	20	
Portugal	45	1772.72k		
10 Italy	42	1303.49k	17	
43 other items	5451	20.25M		
Total	1,519	5334M		

more rows I fewer rows I 10 rows I all rows

export table

Options: I

Sort: by page views

5.1.6 Sites that bring traffic

Filters: This page shows hits for all the log data (edit)

1

Feb

2003

-

6

Feb

2003

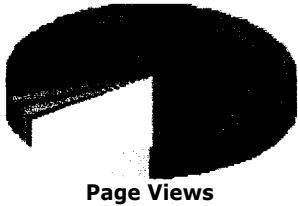
>

> Start Again

This view shows which sites brought traffic to this site through links to this site.

- Calendar
- Overview
- Graphs of traffic over time
- Top days
- Top years/months/days
- Top weekdays (C)
- Top weekdays, avg. (C)
- Top weekdays
- Top hours
- Top pages
- Broken links (404s)
- Top pages/directories
- Top file types
- Top worms (attacks)
- Top screen dimensions
- Top screen depths
- Top visitor domains/hosts
- Top visitor countries/domains
- Top countries
- Top referrers
- Top search terms (C)
- Top referring domains
- Top search engines
- Top search phrases
- Top web browser types
- Top operating systems
- Top spiders/robots
- Top server domains
- Top authenticated users
- Top server responses
- Sessions overview
- Paths through the site
- Paths through a page
- Entry pages
- Exit pages
- Time spent on each page
- Individual Session(s)
- Single-page summary

(parenthesized items omitted) ⓘ



	Referring URL or domain	Page views	Bandwidth	Visitors	Page views
	➡ http://www.mymaldiveshotels.com/	2,159	98.56M	1,266	
2	➡ http://www.google.com/	416	11.54M	302	
	➡ http://search.yahoo.com/	199	5.52M I	143	
4	➡ http://www.google.co.uk/	145	4.16M I	116	
5	➡ http://search.msn.com/	64	1479.45k	43	
6	➡ http://www.google.fr/	59	1833.40k	46	
7	➡ http://uk.search.yahoo.com/	45	1355.14k	36	
	➡ http://aolsearch.aol.co.uk/	34	1010.36k	24	
	➡ http://images.google.com/	33	1095.22k	22	
110	➡ http://www.google.de/	31	973.07k	29	
	151 other items	561	14.86M	-	
	Total	3,746	142.21M		

more rows fewer rows 10 rows I all rows I export table I export all

Options: Sort: by page views

5.1.7 Individual search terms

Filters: This page shows hits for all the log data (edit)

1

Feb

2003

-

6

Feb

2003

>

- > Start Again
- Calendar
- Overview
- Graphs of traffic over time
- Top days
- Top years/months/days
- Top weekdays (C)
- Top weekdays, avg. (C)
- Top weekdays
- Top hours
- Top pages
- Broken links (404s)
- Top pages/directories
- Top file types
- Top worms (attacks)
- Top screen dimensions
- Top screen depths
- Top visitor domains/hosts
- Top visitor countries/domains
- Top countries
- Top referrers
- Top search terms (C)
- Top referring domains
- Top search engines
- Top search phrases
- Top web browser types
- Top operating systems
- Top spiders/robots
- Top server domains
- Top authenticated users
- Top server responses
- Sessions overview
- Paths through the site
- Paths through a page
- Entry pages
- Exit pages
- Time spent on each page
- Individual Session(s)
- Single-page summary

This view shows the individual search terms people used in search engines to find the site. The (C) in the name of this view means that the data in this view is calculated using a possibly slow computation; this view may be slower to generate than other views. (more...)



Page Views



Bandwidth

	Search term	Page views	Bandwidth	Page views bar
1	maldives	926	25.08M	
2	island	329	9.35M	
3	resort	326	9.63M	
4	hotel	239	6.96M	
5	beach	160	4.82M	
	hotels	118	2678.23k	
	hilton	110	3601.06k	
8	lily	69	2151.62k	
	kuredu	681	1952.90k	
110	in	65	1875.57k	
	189 other items	1,250	36.14M	
	Total	3,660	103.96M	

more rows | fewer rows | 10 rows | all rows | export table
export all

Options:

Sort: I

by page views

5.1.8 Most search engines used by visitors

Filters: This page shows hits for all the log data (edit)

1Feb16Feb2003

> **Start Again**

Calendar

Overview

Graphs of traffic over time

Top days

Top years/months/days

Top weekdays (C)

Top weekdays, avg. (C)

Top weekdays

Top hours

Top pages

Broken links (404s)

Top pages/directories

Top file types

Top worms (attacks)

Top screen dimensions

Top screen depths

Top visitor domains/hosts

Top visitor countries/domains

Top countries

Top referrers

Top search terms (C)

Top referring domains

Top search engines

Top search phrases

Top web browser types

Top operating systems

Top spiders/robots

Top server domains

Top authenticated users

Top server responses

Sessions overview

Paths through the site

Paths through a page

Entry pages

Exit pages

Time spent on each page

Individual Session(s)

Single-page summary

This view shows the search engines people used to find the site. (more...)

(parenthesized items omitted)

Page Views

Bandwidth

	Search engine	Page views	Bandwidth	Visitors	Page views bar
1	Go ogle	895	2564M	661	
2	Yahoo	251	7.01M	186	
3	MSN Search	110	2413.03k	73	
4	AOL Search I	46		34	
5	AltaVista	38	1013.13k	33	1
6	Overture	4	124.76k	3	
7	Search.com	2	38.75k		
	Mamma	2	54.56k	2	
9	Dogpile	2	53.49k		
110	iWon	1	22.72k	1	
	4 other items	4	129.91k	-	
	Total	1,355	37.72M		

more rows I fewer rows I 10 rows I all rows I export table

I export all

Options:

Sort:

by page views

5.1.9 Popular search phrases

Filters: This page shows hits for all the log data (edit)

> **Start Again**

Calendar

Overview

Graphs of traffic over time

Top days

Top years/months/days

Top weekdays (C)

Top weekdays, avg. (C)

Top weekdays

Top hours

Top pages

Broken links (404s)

Top pages/directories

Top file types

Top worms (attacks)

Top screen dimensions

Top screen depths

Top visitor domains/hosts

Top visitor countries/domains

Top countries

Top referrers

Top search terms (C)

Top referring domains

Top search engines

Top search phrases

Top web browser types

Top operating systems

Top spiders/robots

Top server domains

Top authenticated users

Top server responses

Sessions overview

Paths through the site

Paths through a page

Entry pages

Exit pages

Time spent on each page

Individual **Session(s)**

Single-page summary

Feb6Feb2003

This view shows the search phrases people used in search engines to find the site. (more...)

Page Views

Bandwidth

	Search phrase	Page views	Bandwidth	Visitors	Page views bar
	maldives	115	2543.15k	86	
	maldives hotels	93	2110.74k	80	
3	maldives hilton	39	1345.22k	34	
	maldives island	38	891.79k	30	
5	laguna beach maldives	22	572.08k	17	
	velavaru	19	686.15k	14	
7	kurumba village maldives	19	574.31k	14	
8	lily beach resort	18	468.42k	8	
	maldives hotel	17	385.86k	16	
10	medufushi	17	469.62k	12	
	465 other items	958	27.90M		
	Total	1,355	37.72M		

more rows I fewer rows I 10 rows I all rows I export table

export all

Options: I

Sort: by page view s

65

5.1.10 Most visited spiders

Filters: This page shows hits for all the log data (edit)

1

Feb

2003

Feb

2003

> Start Again

Calendar

Overview

Graphs of traffic over time

Top days

Top years/months/days

Top weekdays (C)

Top weekdays, avg. (C)

Top weekdays

Top hours

Top pages

Broken links (404s)

Top pages/directories

Top file types

Top worms (attacks)

Top screen dimensions

Top screen depths

Top visitor domains/hosts

Top visitor countries/domains

Top countries

Top referrers

Top search terms (C)

Top referring domains

Top search engines

Top search phrases

Top web browser types

Top operating systems

Top spiders/robots

Top server domains

Top authenticated users

Top server responses

Sessions overview

Paths through the site

Paths through a page

Entry pages

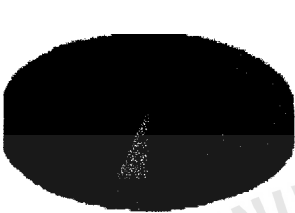
Exit pages

Time spent on each page

Individual Session(s)

Single-page summary

This view shows the top spiders (robots) that hit the site. Spiders are programs that automatically walk through your site, indexing the site contents (usually for search engines). Spider hits are not "human" hits-- they are automatically generated and do not represent human traffic. This view can be useful for determining how much human traffic you're getting and also for determining which search engines are spidering your site, and how often. (more...)



Page Views



Bandwidth

(parenthesized items omitted) ⓘ

	Spider	Page views ⓘ	Bandwidth U	Visitors ⓘ	Page views bar ⓘ
1	Googlebot	124	3734.64k	11	
2	larbin	80	1924.13k		
3	Scooter	47	878.88k		
4	Inktomi Slurp	18	147.58k		
	FAST-WebCrawler	12	323.44k	1	
6	WebTrends I	10	227.16k		
	Total	291	6.97M		

more rows I fewer rows I 10 rows I all rows export table export all

Options: I

Sort: I by page views

5.1.11 Time visitors spent on each page

Filters: This page shows hits for all the log data (edit)

1

6

Session filters: (none) (edit)

> Start Again	This view shows the total amount of time all visitors spent on each page combined. For instance, if 10 visitors stayed on the page for 10 seconds each, it will show up as 100 seconds spent on that page.
Calendar	This information can be useful if you want to improve the pages where visitors spend the most time.
Overview	(more...)
Graphs of traffic over time	

- Top days
- Top years/months/days
- Top weekdays (C)
- Top weekdays, avg. (C)
- Top weekdays
- Top hours
- Top pages
- Broken links (404s)
- Top pages/directories
- Top file types
- Top worms (attacks)
- Top screen dimensions
- Top screen depths
- Top visitor domains/hosts
- Top visitor countries/domains
- Top countries
- Top referrers
- Top search terms (C)
- Top referring domains
- Top search engines
- Top search phrases
- Top web browser types
- Top operating systems
- Top spiders/robots
- Top server domains
- Top authenticated users
- Top server responses
- Sessions overview
- Paths through the site
- Paths through a page
- Entry pages
- Exit pages
- Time spent on each page
- Individual Session(s)
- Single-page summary

Page	Total time spent (all sessions)	Average time spent (per session)
11/ /	11:33:45	00:01:38
/hilton/index.php3	06:16:39	00:03:00
31 /fu II moon/index.php3	04:07:35	00:02:361
4 /kurumba/index.php3	03:23:12	00:02:491
51 /bandos/index.php3	03:17:141	00:02:39
6 /lagunabeach/index.php3	03:05:10	00:03:251
7 /lohifushi/index.php3	02:50:29	00:02:53
81 /filithoyo/index.php3	02:35:30	00:02:491
9 /paradise/index.php3	02:28:49	00:01:471
10 /hulhule/index.php3	02:12:53	00:02:39
120 other items	2 days, 00:32:31	
Total	3 days, 18:23:47	

more rows I fewer rows 10 rows all rows 1 export table export all

Sessions time out after 30 minutes
Sessions longer than 2 hours are ignored

Options:

Sort:

by total time

5.2 Search Engine Position Report

Other way to evaluate the standing of the website is by using a search engine positioning program like WebPosition Gold.

WebPosition Gold provides several reporting information on the current standing of the website with leading search engines. The features include:

- Reports whether the pages were successfully submitted and indexed.
- Compares your rankings to your competitors.
- Monitors trends and send alerts when the positions decline.
- See not only your position numbers, but also the actual page summary descriptions displayed at the search engines.
- Tracks an unlimited number of keywords for multiple or unlimited domains
- Exports report data to ASCII file format for use in Excel spreadsheet or other products for further analysis if desired. (Professional version only)

Certain reports include:

1) Concise Summary Report

Provide excellent overview of search positions by keyword and search engine.

It even shows the last reported positions.

Search Positions for www.myMaldivesHotels.com

Report created Tuesday, February 11, 2003 at 06:32 PM by WebPosition Gold version 1.50.3

Registered To: Rajan.

[\[Back To Menu\]](#)

Jump to Keywords for: [\[AltaVista\]](#) [\[Google\]](#) [\[Yahoo Web Pages\]](#) [\[Yahoo Web Sites\]](#)

Google					
Keyword	Position	Page	iast Position	Change	URL
maldives hotels	1	1	NA	NA	www.mymaldiveshotels.com/
maldives resort	Not in first 30.	Not in first 3.	NA	NA	No pages found.
hotels in maldives.	15	2	NA	NA	www.mymaldiveshotels.com/
travel maldives	Not in first 30.	Not in first 3.	NA	NA	No pages found.

Figure 5-2 Concise summary report

2) Summary Description Report

Displays what the summary description listings look like on each Engine.

Make sure they look good to get the best response.

Goo* Keyword 11: maldives hotels

Matches Scanned: 30 [View Actual Search Page\(s\)](#)

Position: 1 Page: 1 [View Detail](#)

1. [Maldives Island Hotel & Resort - Online Reservation Service](#)
Hotel & Resort Guide: Maldives Selected hotels for your preview with online booking, 100% reliable with huge discounts. ... Hotel in Maldives. Hotels : www.mymaldiveshotels.com/ - 23k -

Google Keyword 12: maldives resort

Matches Scanned: 30 [View Actual Search Page\(s\)](#)

NONE of your pages were found tot this keyword at least within the first 30 matches!
Consider [Viewing the Detail](#) to see what DID show up for this keyword.

*ogle Key hotels in maldives

Matches Scanned: 30 [View Actual Search Page\(s\)](#)

Position: 15 Page: 2 [View Detail](#)

1. [Maldives Island Hotel & Resort - Online Reservation Service](#)
Hotel & Resort Guide: Maldives Selected hotels for your preview with online booking, 100% reliable with huge discounts. ... Hotel in Maldives. Hotels : wow.mymaldiveshotels.com/ - 23k -

Figure 5-3 Summary description report

3) Detail Report

Shows exactly what is positioned above and below us. We can analyze these pages to see what we could do to beat your competition.

4) Alert! Report

Alerts us to places where we have declined in rank or have been dropped entirely!

5) Trend Report

Shows a summary of the rank statistics over time by Engine and keyword. This guide will help us meet your long-term goals for each Engine and keyword.

6) Competitive Analysis Report

Compare the keyword position against one or more competing websites.

Keyword Search for : Goo

Keywords: [\[maldives hotels\]](#) [\[maldives resort\]](#) [hotels in maldives](#) [\[travel maldives\]](#)

Google Keyword #1: maldives hotels

Matches Scanned: 30 [View Actual Search Page\(s\)](#)

Position: 1 Page: 1

1. **Maldives Island Hotel & Resort - Online Reservation Service.**
Hotel & Resort Guide: **Maldives** Selected **hotels** for your preview with online booking, 100% reliable with huge discounts. ... Hotel in **Maldives**. **Hotels** :
[www.mymaldiveshotels.com/](#) - 23k -
2. **Maldives Hotels Travel Guide - DISCOUNTING Maldives hotels up to ...**
Maldives Hotels Travel Guide - Discounting **Maldives hotels** up to 75%. ... **Maldives Hotels**,
Guaranteed Lowest Rates for **Maldives HOTELS** with savings of up to 75%.
[www.maldives-hotels-travel.com/](#) - 52k -
3. **Hotels in Maldives: Maldives hotel reservation service with ...**
Hotels in Maldives: Maldives hotel accommodation guide offers discounts up to 70% off on **hotels in Maldives**.... [asia-hotels.com](#) - **Home, Hotels in Maldives.**
[www.asia-hotels.com/hl/Maldives.asp](#) - 25k -
4. **Asia hotels - travel & hotels guide, online reservations & ...**
... on-line reservations for **hotels** & resorts in Australia, Cambodia, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, **Maldives**, Myanmar, Pakistan ...

Figure 5-4 Competitive analysis report

5.3 Maintaining Search Position

Here are four things we should do to keep the rankings flying high

1) Do not rewrite any of the highly ranked pages or make other drastic changes. Try to keep the keyword weight (the percentage of search terms in the text), file name, and keyword prominence (use of search terms in the headings, links, and meta tags) the same.

This is not to say we should not update the pages with new information. Letting the page content stagnate could cause some of the search engine rankings to slip. As long as we do not change the number or prominence of the key search terms, changing the content of the website should not affect the ranking.

2) Start checking the rankings regularly. It is often recommended that we check at least once a week. Make sure that the page is not dropped or beaten out by the competition.

A search engine position analyzer, like WebPosition would save much time and help manage the search engine positions.

WebPosition focuses on the top 15 search engines, and will also critique a webpage's relevance to the search terms we want to rank well for by each search engine's criteria (that they analyze).

3) When your page is dropped, resubmit it (or a page linking to it in Alta Vista, which ranks pages it "finds" better) as quickly as possible. It can take over two months to get listed on some search engines.

Keep track of which pages we submitted and when, then check and make sure they are re-added to the search engine's database on schedule. If they have not been, we will need to submit them again. If we do not keep track, we may submit your page too often and get penalized.

If the rankings slip in search engine like HotBot, try resubmitting the page. HotBot gives higher ranking to pages more recently submitted. In other search engines, we will have to go back to the drawing board.

4) Look for related websites to link to us. More and more search engines are using link popularity to rank websites. Too much search term repetition in the document, and it may be penalized Links are one good thing we cannot have too much of.

Links are harder for other websites to duplicate than keyword weight and prominence in the source code. They also bring visitors of their own to the website, making us less dependent on search engine traffic.

VI. CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

The Internet has opened a whole new world of opportunity for even the smallest home-based business owner. Everyone having a **website** must be aware that in order to run a business, the site needs to be found, not just by curious visitors, but by the prospective customers.

Search engine optimization and other online techniques will be useful at pulling the traffic to any site. Millions of people search for sites just like ours. By maximizing the power of major search engines, we too can benefit from a steady stream of qualified leads coming to the **website**. We can strategically optimize our site so that we can be found easily. For relevant keywords or keyword phrases, the site will appear much more prominent than that of the competitors on famous search engines.

This is not something that require advance knowledge, but the basic understanding of how search engine works, and what considerations should the site owner take in order to have a top listing with major search engines.

6.2 Recommendations

The further research of this project can be an in depth study of each search engine and how they are function, despite the fact that it is difficult to find the exact algorithm of each engine.

Though this project lacks some confidential information of how each search engine exactly functions, it has given the idea of how search engine optimization and other promotion technique can affect the number of visitors to the **website**.

Thus to a great extent, the future of online marketing strategies and search engine optimization are still a mystery. It is very important to keep up with the changing pace of these technologies in order to survive in doing online business.



APPENDIX A: Glossary

1. ALGORITHM

A search engine's ranking algorithm is the specific set of steps that that engine's software follows when determining the order in which to list pages in search results. Each search engine has its own ranking algorithm, and different engines' algorithms will put different weights on factors such as keyword placement and link popularity.

2. BROKEN LINK

A hyperlink that, when clicked on, brings up only an error page. The most common causes of broken links are websites that have ceased to exist or are temporarily having server trouble and site redesigns that change the site's URLs (leading to the very common "404: File Not Found" errors).

3. DOORWAY PAGE

A Web page designed primarily (or exclusively) to rank highly in a search engine, in order to attract Web searchers who can then be redirected to the real Web site. Also referred to as "portal pages," "jump pages," "gateway pages," or "entry pages."

4. INDEX

A search engine's database of Web pages, from which the engine pulls its results.

5. KEYWORD

A word or phrase that a search engine visitor uses to search for pages of interest. An important part of search engine optimization is determining the keywords that a visitor who would be interested in a particular site might use to try to find that site. ("Meta keywords" are words or phrases used in a page's HTML "keywords" meta tag to describe the content of that page.)

6. LINK

A place in a Web page that one can click to travel from that page either to another page or another place in the page.

7. LINK POPULARITY

A measure of the number and importance of links that point to a given website. A link is relatively important if it appears on a site that other important sites link to and if both the content of that site and the text of the link relate to the theme of the site to which the link points. Most major search engines now include link popularity in their ranking algorithms

8. RANKING/POSITION

The position held by a site's listing in a search engine's query results.

9. REFERRER

The page containing the link that a Web surfer followed to arrive at a given site. The referring page's URL usually is stored in the site's server log file. When the referring page is a search engine results page, the referring page URL typically indicates the keywords that the visitor used to request the results that led him to the site.

10. SEARCH ENGINE

A searchable, computer-compiled database of Web sites.

11. SPIDER

A computer program that follows links through the Web, scans documents and adds them to an index.

12. SUBMISSION

Requesting that a search engine or directory include a specific Web site or page in its index.



APPENDIX B: Online Sources

The Web offers a wealth of information about search engine optimization and about internet search in general.

1. General news and information about Search Engines

- Search Engine World (www.searchengineworld.com)

A good source of general information devoted to everything about search engines.

- SearchEngines.com (www.searchengines.com)

General information, attractively laid out and fairly comprehensive.

- Pandia Search World (www.pandia.com/searchworld/index.html)

An excellent daily digest of links to search engine stories around the web.

2. Discussion Forums

- Search Engine Forums(<http://searchengineforums.com/bin/Ultimate.cgi>)
- Search Engine Discussion (<http://searchenginediscussion.com/cgi-bin/ubb/Ultimate.cgi>)
- Get High (Traffic) Forums (<http://gethighforums.com/bin/Ultimate.cgi>)
- Webmaster World (<http://www.webmasterworld.com/index.cgi>)

3. Search Engine Optimization Tips and Tools

- Spider Hunter (www.spiderhunter.com)

Details about identifying search engine spiders and about IP address switching

- Spider Food (www.spider-food.net)

Miscellaneous how-to instructions for search engine optimization. Also has a discussion forum.

- LinksToYou Counter (<http://linkstoyou.com/CheckLinks.htm>)

Despite the low-rent look, a convenient tool for getting a quick rough estimate of a site's link popularity.



APPENDIX C: Offline References

1. Research Papers

- Hayes, Duffey. "Search Engine Optimization for Marketers", January 4, 2002.
- Elias, Eric. "Internet Commerce: Transforming the Online Industry", SRI Consulting.

2. Periodic Articles

- CommerceNet. "Research Your Competition Online", Research Note #00-02, January 19, 2000.
- Ebookers, "Leaders in Online Travel" Interim Report for the six months ended 30 June 2002.
- "Online marketing and advertising trend" 2002.

APPENDIX D: Figures and Findings

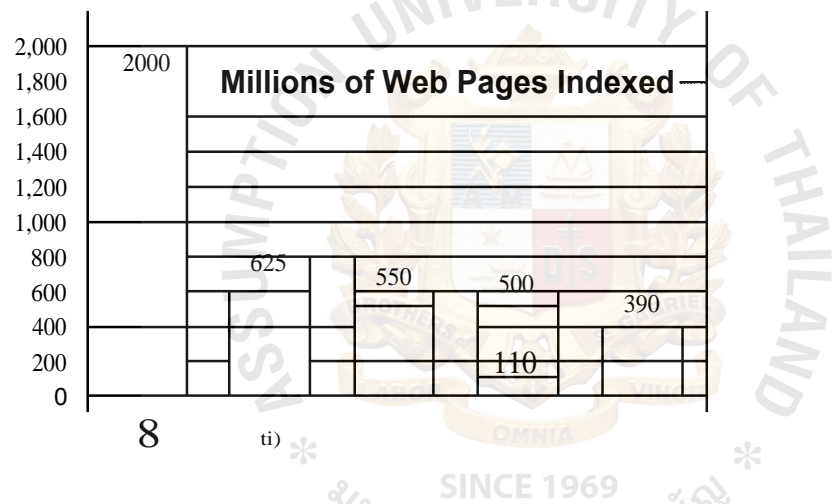
Search Engine Sizes

By Danny Sullivan, Editor
The Search Engine Report, Dec. 18, 2001

The charts below show the size of each search engine's index. The larger the index, the more likely the search engine will be a comprehensive record of the web. That's especially useful for those looking for obscure material.

Current Size Comparison

Sizes are as reported by each search engine and as of December 11, 2001.



KEY: GG=Google, FAST=FAST, AV=AltaVista, INK=Inktomi, NL=Northern Light.
See the Major Search Engines page for links to these services.
Also use this key for charts below.

NOTE: FAST now claims more documents than **Google**. See this article:

FAST Sprints to 2.1 Billion Does; **Google** Upgrades Appliance
SearchDay, June 17, 2002
<http://searchenginewatch.com/searchday/02/sd0617-update.html>

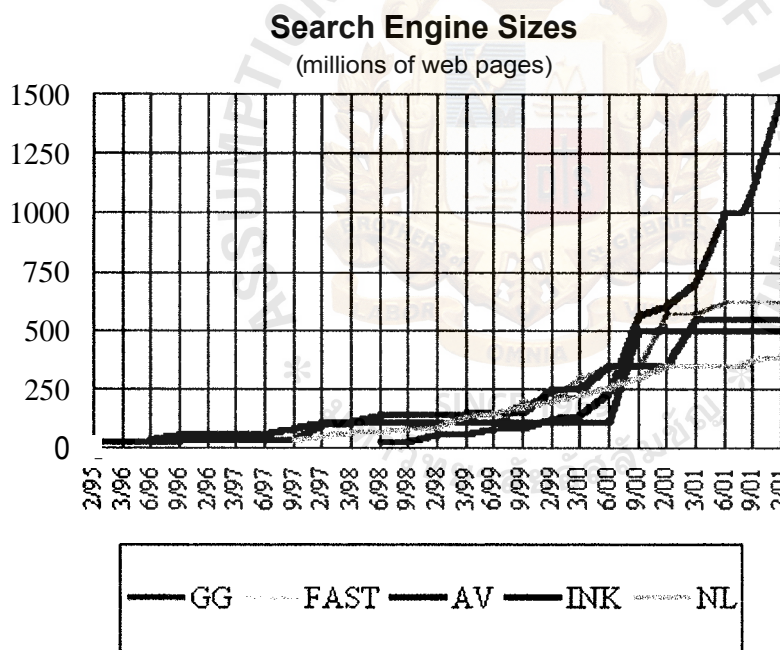
Anyone looking for *unusual* or *hard-to-find* information may wish to try one of the search engines with a large index, because this means that they cover more of the web. Consequently, you have a greater chance of finding what you are looking for. However, for general searches or for when looking for information about popular topics, a large index does not necessarily equal better results.

Google is a special case. It has indexed 1.5 billion pages, but because of the way Google uses link data, it can actually return listings for additional pages that it has never actually visited. This gives it coverage of 2 billion pages; hence, the extended bar. The [Numbers, Numbers -- But What Do They Mean?](#) article explains this in more depth.

In another note for Google, the 1.5 billion "pages" also includes some PDF files, Microsoft Office documents and other text-oriented material. The 1.5 billion figure does not include the Google Groups discussion posts (about 700 million posts) or about 330 million image files.

The split bar for Inktomi represents the fact that its index is split between 110 million "Best of the Web" documents and 390 million "Rest of the Web" documents. The [Inktomi Reenters Battle For Biggest](#) article explains more about the division. Inktomi says that most of its partners search against the entire 500 million documents listed in GEN3. These partners include MSN, AOL, iWon and HotBot.

Search Engine Sizes Over Time



When AltaVista appeared in December 1995, it used an index much larger than any of the other search engines at that time. Thus, competition forced most of them to increase their sizes in early 1996.

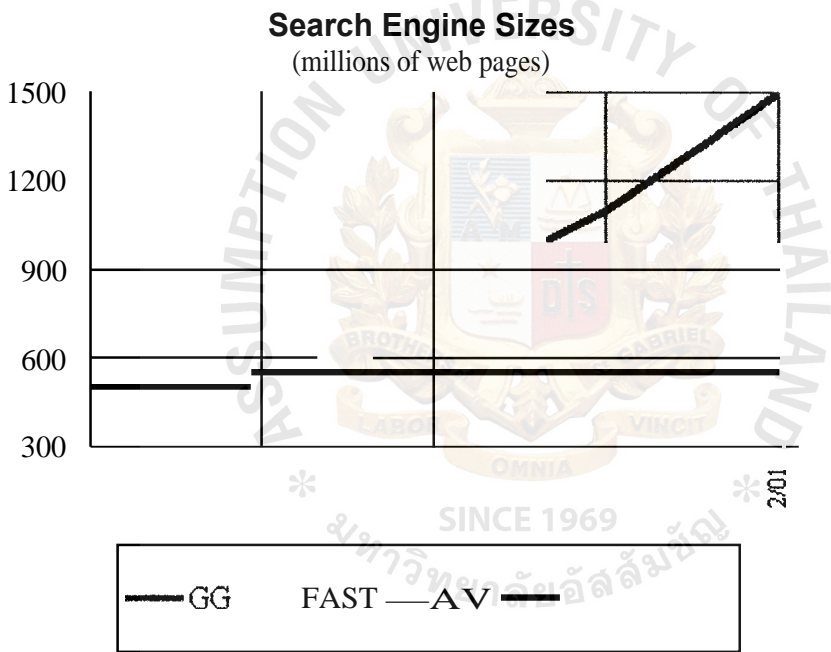
Notice that from September 1996 until September 1997, none of the search engines increased size significantly, despite the fact that the web continued to grow.

From September 1997 through the end of 1998, AltaVista and Inktomi competed for the bragging rights of being the biggest. But by 1999, the fight to be biggest revolved between AltaVista, Northern Light and FAST Search.

In January 2000, FAST announced it had broken the 300 million page mark, giving it the largest index of the web. Soon after, AltaVista did the same. By June 2000, Google broke the 500 million page mark. In addition, some Inktomi partners began using that company's new 500 million page index in July 2000.

In June 2001, Google hit a new record for search engines -- 1 billion documents indexed. By the end of the year, in December 2001, Google broke another record -- 1.5 billion documents indexed.

Here's a closer look at recent activity:



The numbers cited on this page are all self-reported and unaudited. The Search Engine Size Test, within Search Engine Watch, makes a basic attempt to confirm these numbers. The Search Engine Showdown site makes a much more comprehensive verification attempt to confirm these figures, based on testing. Links to both can be found below.

Searches Per Day

How many searches are performed each day? Here's a look at available figures, gathered from industry press releases or interviews.

Service	Searches Per Day	As Of/Notes
Google	150 million	10/02 (as reported to me by Google, for queries at both Google sites and its partners)
Inktomi	80 million	8/01 (as per various public statements)
AltaVista	50 million	3/00 (as cited by AltaVista, in press release)
FindWhat	33 million	Jan. 2003 From interview and covers searches at FindWhat and its partners.
Direct Hit	20 million	4/01 (covers searches on DirectHit.com or through distribution partners such as Salon.com)
FAST	12 million	10/00 (probably for the FAST site itself and doesn't include partners)
Overture (GoTo)	6.5 million clicks	4/02 (based on Overture press release about activity for the first quarter of 2002)
Ask Jeeves	4 million	3/00

Directory Sizes

Directories are usually human-compiled guides to the web, where sites are organized by category. The chart below compares the size of directories at various services, along with other key data.

Service	Type	Editors	Cats	Links...	As Of
<u>Open Directory</u>	D	36,000	361,000	2.6 million	4/01
LookSmart	D	200	200,000	2.5 million	8/01
Yahoo	D	100+	n/a	^{1.5} to 1.8 million	8/00
AltaVista	SE	See LookSmart			
<u>Excite</u>	SE	See LookSmart			
HotBot	SE	See Open Directory			
<u>Lycos</u>	D	See Open Directory			
MSN Search	SE	See LookSmart			
<u>Netscape</u>	SE	See Open Directory			

Type: Shows whether a service is primarily a directory (D) or a search engine (SE).

Editors: Shows how many people are involved in producing the listings. More is not necessarily better, as some services claim that technology helps them do more. However, a large number of editors can be a good sign that a quality directory is being built and keeping up with the growth of the web.

Cats: Shows how many categories each directory has.

Links: Shows how many unique URLs exist in the directory, usually as reported by each directory or drawn on recent interviews I've conducted. In the case of Yahoo, a range is shown. The upper figure comes from going into each major category and adding up the counts for each subcategory listed. However, since some URLs may appear in more than one category, this method may produce an **overcount**. Thus, an estimated lower figure for Yahoo is also shown.