

Web Design

What do you expect from your web site.

A beautiful car without an engine, how useful is that?.



Just bought yourself a beautiful car and to find out that it has no engine, is as bad as a website that does not function like a website should, on the internet.

Don't despair because that's how it is, on the net. It is said, that more than 80% of the site today is a car without an engine and growing. We've all found that being big and beautiful on the net does not necessarily mean anything but, not functioning as it should is really disappointing, especially, when your business really depends upon it.

It all boils down to how your site was designed. Every kid next

door with a computer is a web designer these days and with all the inexpensive templates, any one can design a decent website.

But do you know what you are getting for the inexpensive website or do you really know what to expect from a designer. Just looking beautiful can really mean, just that, "beautiful." There is a saying that goes, "beauty is only skin deep," but in this case it's website without the muscle to do it's job, "delivering information."

Don't despair because, I for one was in this category myself, when I ventured out to the web in the early 90's. just when I thought

What is the Google Sandbox?

The Google Sandbox is an alleged filter placed on new websites. The result is that a site does not receive good rankings for its most important keywords and keyword phrases. Even with good content, abundant in coming links and strong Google PageRank, a site is still adversely affected by the Sandbox effect. The Sandbox acts as a de facto probation for sites, possibly to discourage spam sites from rising quickly, getting banned, and repeating the process.

The Google Sandbox is very similar to a new website being placed on probation, and kept lower than expected in searches, prior to being given full value for its incoming links and content.

that I could create a beautiful sight, I found Google. That's right, the google of my eyes and of course the grand daddy of them all, Yahoo.

Today, if your not found on any of these so called, "search engines," your site is not running right. No matter how small or big, the search engine can be your friend and a helper to your needs, but first, you'll need to have your

website reexamined and maybe over hauled, but if you are just thinking of getting your site up, you're in luck.

Expectation and reality!

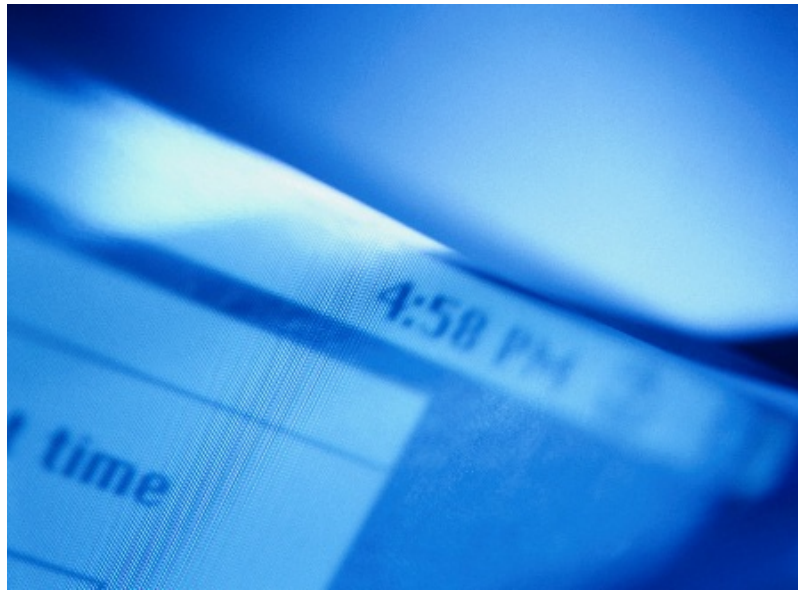
With billion of pages and billions more to go, search engines are at work 24/7 to deliver to a user like myself information at the tip of my hand when searching but, many times, I'll see irrelevant info lined up from my query. Most annoying is the porn sites that get it's hand into my search. You know that the porn site developers are hard at work to deliver their site which ever ways they can and get top rankings on the queries that the user makes.

"How come I can't do that for my site?" you ask.

What's wrong with many sites is that the only factor in building a site was for it's looks not the content. Content itself is not a factor in itself but since the web was built to accommodate both the site should have a balance to maximize itself. Huh? Web site designer should be aware to accommodate both and more. What works on the main page of famous magazine does not necessarily mean that it will get top rankings for the search engines for its main keywords.

When was the last time you looked at a websites source code?

Source code? That's right the source code under view in your browser. Every web page has it's own source code, so that the browser knows what to put out on the window of the browser. This syntax which is the source code tells the browser what to do and also it tells the search engine bots what to expect. or what not to.



Since search engine or spam bots are no more than a algorithm, it does not understand beauty as we see it but, it has it's own criteria to determine what is beautiful. If a designer does not have a clear understanding of this, the site will just be that, beautiful but with no takers. Unfortunately, majority of the website falls into this category. It's not only bad for the site owners but it's also bad for the majority of the internet users.

How can you avoid some of the pitfalls of a bad design? Now, that's harder to answer than to ask. Getting any site up to par with the search engines is no easy task and it is a time consuming ordeal, which relates to cost more

money syndrome. But, your initial website should be at the least be indexed and know that it has been indexed. Otherwise there is no starting point for your site to compete. Just getting your site linked from other sites is good but not the defining factor. this is where I call for a well structured site.

It's really hard to pin point where to and to whom to trust your web design. For a great initial start one thing is for certain, the site better be up to par to compete from the beginning. In many ways it's like buying a new car or an used car. Buyer be, "*aware.*" I cannot stress more on this matter but to say, "you get what you pay for and the engine better be

powered."

Getting your site to compete on the web is no day in the Thrift Store. You can get your initial site to compete and from there on can think of ways to invest in getting your site polished.

By the way, it's not only the search engines that roam the internet for information, spam bots also are on the look out for exposed e-mail addresses. Get your web site designers to encrypt any e-mail addresses in your site so you don't get unnecessary spams. Your designer doesn't know how?

In these times of hackers and spammers, they'd better!