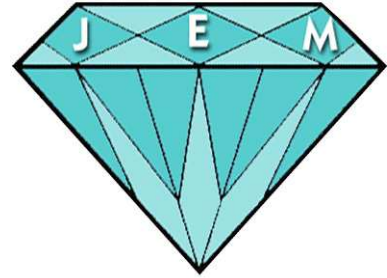


## Tips and Hints #1

December 16, 2009 (rev.)



# How Search Engines See Your Website

Open a Google search box (I'm using the Firefox browser as shown here). Enter your site's complete URL (domain name + extension)

Click on Google Search



Google

[KW Research](#) | [AW Sandbox](#) | [Traffic Estimator](#) | [Trends](#) | [Insights](#) | [Sktool](#) | [Sponsored Results](#) | [100](#) | [CSV](#)

Web [+ Show options...](#)

[DIY E-Marketing Consulting for Small Web Business | DIYwebJEM](#)  

DIY WEB E-Marketing and Consulting. Free help for entrepreneurs and small business owners increase traffic and sales through sweat equity.

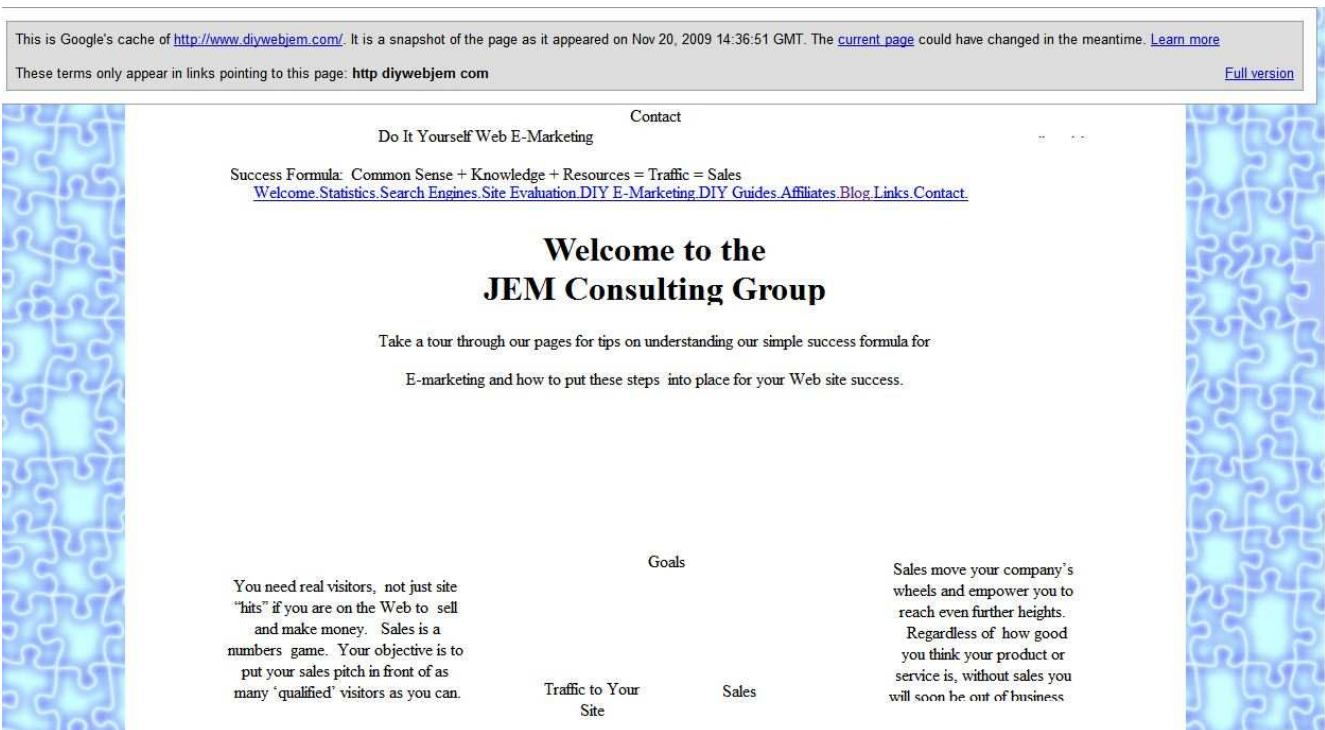
[www.diywebjem.com/](#) - [Cached](#) - [Similar](#) -   

Click on "Cached" in the results.

A picture of your Web site should open up. Click on “text-only-version”.



The graphics and pictures will be eliminated and you will see what the search engine robots see.... “text” or “Content”.



The “Full version” cache displays your site as it appears on a computer screen. The “Text-only-view” displays what a search engine robot views, or reads. What you see may not be pretty, but it is important to search engines. This is the “content” that is read and categorized (index) so your site can be matched against a search engine query. (Note: There are other factors leading to that matching.)

As you see, all graphics, photos, videos, iFrames, Java, Adobe Flash, etc. are not visible in “Text-only-view”. The outer body is removed and only the skeleton remains. You must be on the alert for strange looking things when you look at “Text-only-version”:

- Are some of the words missing?
- Does some of the text look strange?
- Do you see a complete blank or colored page?
- Are there paragraphs loaded with keywords you do not see on the monitor?

These symptoms, and others, should alert you to problems you might not realize your Website has. If you find them, your site probably is not optimized for free (organic or natural) search engine results on normal queries. My advice is to examine closely and seek an explanation from your developer or the person who maintains your Website.

**Contact us if you need any further assistance in analyzing these results or to enhance your traffic and the resulting sales through optimizing your Website for free search engine results.**

Michael Yublosky  
Vice-President

[mikey@diywebjem.com](mailto:mikey@diywebjem.com)