

Re: Getting a web site listed well for search engines ?

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- *From:* Helpful person <rrllff@xxxxxxxx>
 - *Date:* Fri, 19 Oct 2007 05:26:03 -0700
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On Oct 18, 7:57 pm, John Devereux <jdREM...@xxxxxxxxxxxxxxxxxxxx> wrote:

Engineering Calculations <ecalculati...@xxxxxxxxxxxxxxxxxxxx> writes:

Hi,

Advice from anyone please.

Without falling for the lines of the "listing" companies that promise for a year to get your sight listed on the first page of a multi-page response to a search, how should I go about getting my web site properly listed and placed.

For example, if someone searched for "optical design software" I'd like to get off the 50th page and get up near ZEMAX, CODE-V, OSLO and ACCOS-V.

Since I'm working this full time, doing a lot of typing and submitting once a year is not a problem for me as it was when I could only work after hours when I was all ready burned out from 8 hours at the day job and 2 hours on LA's fine freeways.

How about expanding the tutorial and putting it on the website as a set of pages. You could have some worked examples of optical design problems, using KDP to solve them.

I get the impression KDP is aimed at professionals who already know what they are doing. But if you could put up enough educational material to be a general resource for amateurs (ahem), you could get

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plenty of traffic and links to your site, as well as perhaps eventual purchases of the software and support.

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John Devereux– Hide quoted text –

– Show quoted text –

It depends what type of business you are trying to generate, software sales or optical engineering. They are somewhat incompatible. People looking for engineering support do not want an expert in software development but would rather use someone dedicated to engineering. People looking to buy software usually do not want to commit to a one man company, especially if that one man is dividing his time.

My advice would be to launch two separate web sites. One for engineering and one for software. Although you can link from one to the other this separates the two businesses in the minds of customers.

With regards to tutorials, for an engineering web site, I am against including them. In my opinion they only distract and detract from the information you wish to convey to customers. (Tutorials are also very difficult to write in a clear, complete and comprehensive manner.)

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