Optimizing Your Web Site for Discovery

Jesse S. McDougall, Catalyst Webworks
Discovery vs. Interruption
Iran Blocks HTTPS, Cutting Off Gmail, Yahoo and Other Major Sites

By John Paul Titlow / February 10, 2012 6:42 AM / 6 Comments

The Iranian government isn’t exactly known as a champion of free speech and access to information. Thus, it’s never shocking to hear about Internet censorship in the country, the state of which appears to be getting worse all the time.

Today, news surfaced that the country is blocking access to websites that use HTTPS. That means that a number of popular, secure websites like Google, Gmail, Yahoo and even online banking sites are inaccessible. Anything based outside the country that uses a secure connection via HTTPS is blocked, according to news reports and a thread on Hacker News. Secure sites based within Iran are reportedly still accessible.
How to Paint Acrylics | AcrylicPaintingSecrets.com
www.acrylicpaintingsecrets.com

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painting.about.com/.../paintingforbeginners/.../first_paintin...
by Marion Boddy-Evans - in 1,156 Google+ circles
More by Marion Boddy-Evans
Find out what you need to do and know to create your first ever painting.

Free Watercolor Painting Tutorials: How to paint, Hints, Tips ...
www.watercolor-tutorials.com/watercolor-tutorials.htm
Watercolor Tutorials: Learn to Paint! Old format pages have upper left link ( Tutorial Return Link ) back to this page. How to Paint Watercolors - Introduction: How ...

How to Paint with Acrylic Paint : How to Paint a Sky Using Acrylics ...
www.youtube.com/watch?v=Qs33o9ezVfI
Sep 25, 2007 - 4 min - Uploaded by expertvillage
Uploaded by expertvillage on Sep 25, 2007. Learn how to paint the sky and clouds using acrylic paints in ...
Learn How to Paint Your First Ever Painting

Learn to Paint: Your First Ever Painting. What you need to do and know to learn to paint for the very first time. By Marion Boddy-Evans, About.com Guide.

painting.about.com(od/paintingforgoerigners/a/first_painting.htm)

Learn How to Paint
Help, info, tips and tutorials on learning to paint for the very first time, along with free monthly painting projects to inspire you.
painting.about.com(od/paintingforgoerigners/u/painting_path1.htm)

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Learn How to Draw and How to Paint... Like an Artist!
Shouldn't you be watching the road?

message from

NHTSA

National Highway Traffic Safety Administration
So...where are people looking?
A Brief History of Search
SEO becomes CDO:
Content Discovery Optimization
The Basics:

Content must be reachable.
Content must be readable.
Content must be shareable.

Content must be useful.
1. Reachable: Are crawlers allowed?

Blocked by robots.txt?
Blocked by nofollow, noindex tags?
2. Readable: File Formats

Adobe Flash (.swf)
Adobe Portable Document Format (.pdf)
Adobe PostScript (.ps)
Autodesk Design Web Format (.dwf)
Google Earth (.kml, .kmz)
GPS eXchange Format (.gpx)
Hancom Hanword (.hwp)
HTML (.htm, .html, other file extensions)
Microsoft Excel (.xls, .xlsx)
Microsoft PowerPoint (.ppt, .pptx)
Microsoft Word (.doc, .docx)
OpenOffice presentation (.odp)
OpenOffice spreadsheet (.ods)

OpenOffice text (.odt)
Rich Text Format (.rtf, .wri)
Scalable Vector Graphics (.svg)
TeX/LaTeX (.tex)
Text (.txt, .text, other file extensions), including source code in common programming languages:
  • Basic source code (.bas)
  • C/C++ source code (.c, .cc, .cpp, .cxx, .h, .hpp)
  • C# source code (.cs)
  • Java source code (.java)
  • Perl source code (.pl)
  • Python source code (.py)
Wireless Markup Language (.wml, .wap)
XML (.xml)
3. Readable: e-Books

Google eBooks
Scribd
4. Readable: Keywords
5. Readable: Information Hierarchy

How to Paint

<span style="color:red; font-size:72px; font-weight:bold;">How to Paint</span>

How to Paint

<style> H1 { color:red; font-size:72px; font-weight:bold; } </style>

<H1>How to Paint</H1>
6. Readable: Within a CMS

modern CMS, I recommend you make things easy on yourself by going directly to ShareThis or AddThis and signing up for an account. Both of

provide you with a snippet of JavaScript code to copy and paste into your site in the place where you would like the buttons to appear. This code

having options to all the major social networks.

tele with either of these approaches, hire a professional to do it for you. It is essential that it be done, and it will only require between 10 and 30

who their way around an HTML document.
7. Readable: Headlines

What's hot on Alltop

**MOST POPULAR STORIES**
- Everything you ever wondered about caffeine
- YouTube for Google TV Gets Faster, Easier to Navigate
- Google To Update YouTube App For Google TV, Apple's
- Raising Money: What Not to Say and What Not to Believe
- Perfect For A Lonely Valentine's Day: Behold The Pinterest

**HOLY KAW!**
- Everything you ever wondered about caffeine
- How to cook a healthy, Italian style Valentine's Day dinner
- Facebook of the 18th century
- A vision of the future of space from 1956 [video]
- Andy Warhol's portraits of Odette Harry

**MASHABLE!**
- YouTube for Google TV Gets Faster, Easier to Navigate
- Grammy's 2012 Live Blog [TRANSSCRIPT]
- Can Pinterest Help Your Job Search?
- 10 Kinetic Typography Music Videos
- The Social Media Salary Guide [INFOGRAPHIC]

**FAST COMPANY**
- Google To Update YouTube App For Google TV, Apple's
- Apple Rumor Patrol: New iPads And iPhones Coming Soon
- The Google Wallet Hack Is Not The End Of The World (Or
- This Week In Blogs: Dogs Of War
- If Your Customers Are Pleased For Revolv, It's Time For

**HOW TO CHANGE THE WORLD**
- Raising Money: What Not to Say and What Not to Believe
- Design a Sam Adams beer
- How to Create an Enchanting Financial Forecast
- How to Create an Enchanting Business Plan #OffboardGuyK

**TECHCRUNCH**
- Perfect For A Lonely Valentine's Day: Behold The Pinterest
- BigTheHacker-Helius Website Owners Combat Malware,
- Marin Software Raises $20M, Aims [Eventually] For IPO
- Gadgets Week in Review: Show Floor
8. Readable & Reachable Tools

google.com/webmasters
seomoz.org
SEO for WordPress by Yoast
9. Shareable
10. Shareable: A Trail to You

(The Right) Embedded Links in Text, Watermarks in Photos, Text Links in Video, etc.

Always embed link to source.
11. OpenGraph

<html prefix="og: http://ogp.me/ns#">
<head>
<title>The Rock (1996)</title>
<meta property="og:title" content="The Rock" />
<meta property="og:type" content="video.movie" />
<meta property="og:url" content="http://www.imdb.com/title/tt0117500/" />
<meta property="og:image" content="http://ia.media-imdb.com/images/rock.jpg" />
...
</head>
...
</html>

http://ogp.me
11. OpenGraph

http://ogp.me
And here the work begins...
The Real Work: Content Promotion

1. Find Your Audience
2. Follow Your Audience
3. Publish Your Content to Their Streams