



Doug March 11.07.08

Damascus High School

TOPICS



ABOUT ME





QUOTE

Most people make the mistake of thinking design is what it looks like. People think it's this veneer — that the designers are handed this box and told, "Make it look good!" That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.

Steve Jobs



QUOTE

It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.

Theodore Roosevelt



THE DAY JOB



COMMUNITIES

<http://damascushs.mixx.com/>



SEO

Voodoo



FINDABILITY



FINDABILITY

What? Is that even a word?



FINDABILITY

How search works, we think...



FINDABILITY

1. `<title>content goes here</title>`



FINDABILITY

2. <http://www.url-structure-is-very-important.com>



FINDABILITY

3. `<meta name = “description”
content =“this describes what my site is about” />`



FINDABILITY

4. `<h1>`The Most Important Header`</h1>`



FINDABILITY

5. Keywords: What terms are people searching?



A GREAT BOOK

Building Findable Websites:
Web Standards SEO and Beyond
by Aaron Walter

<http://buildingfindablewebsites.com/>



FOWD

What did you learn? Enjoy?



QUESTIONS?



THANK YOU!

- <http://doug-march.com>
- <http://mixx.com/users/marchdoe>
- <http://twitter.com/marchdoe>
- and many other sites under the name **marchdoe**

