

# Internet Research



# Communication

Search Engine Optimization

Cascading Style Sheets

JavaScript & ActionScript

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## **Search Engine Optimization Links**

**BruceClay - Search Engine Optimization**

**[http://www.bruceclay.com/web\\_rank.htm](http://www.bruceclay.com/web_rank.htm)**

*“Search Engine Optimization, ranking, and placement training and services company. Free step-by-step SEO tools and advice. Many full service marketing programs.”*

**Google.com - Search Engine Optimization**

**<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35291>**

*“Search Engine Optimization Starter Guide”*

**On Page Optimization Services**

**<http://www.seovisions.com/on-page-optimization.html>**

*“On Page Optimization methods are explained and the importance of balance when optimizing pages.”*

**SEO FAQ - High Rankings**

**<http://www.highrankings.com/seo-faq>**

*“Jill Whalen answers her most frequently asked SEO and SEM questions.”*

## Search Engine Optimization

In today's technology filled world, finding information on the internet is a very useful tool. But being able to find the information you want, is the real challenge. In order to find the information you want, you should just be able to insert several keywords, and easily find the page or information you are looking for. Sometimes the information or page you are looking for is not easily accessible, due to the lack of SEO on that site.

Search engine optimization (or SEO) is the process of improving the volume and quality of traffic to a web site from search engines, by placing keywords in meta data including description and keyword tags. In order to create a list of these keywords and descriptions you must first brainstorm. The first key would be to create a list of words that you would use to find your own page. The next key for adding keywords would be to collect a list of keywords that your competitors are currently using, by adding these items to the list, your page will show up with your competitors.

Following the addition of meta tags in your web page, you would now want to submit your web site to search engines, so that people can know find your site when looking for the keywords that you just added. The most popular search engine being Google, I will use that as the example. The first step to submitting your site to a search engine such as google would be to go directly to Google ([www.google.com/submityourcontent/index.html](http://www.google.com/submityourcontent/index.html)). While at the Submitting Your Content page, you can choose many different options, but the one you are looking for would be 'add your URL' under the web category. Once there, you can add more keywords for google to search by if you want, these words will not affect how your page is indexed and ranked on Google.

Some good practices to avoid before submitting a site, would be to not overuse or stuff keywords into your meta tags. Another example to avoid would be to avoid the use of keywords that do not relate to the site at all. If you follow these steps, your site should be indexed within a week or two, once your page is indexed people can start searching for your page on search engines!

## **Cascading Style Sheets (CSS) Links**

### **Introduction to CSS**

[http://www.w3schools.com/css/css\\_intro.asp](http://www.w3schools.com/css/css_intro.asp)

*“Tutorials, references, examples for web building.”*

### **CSS Properties**

<http://htmlhelp.com/reference/css/properties.html>

*“A description of all the properties of Cascading Style Sheets, level 1.”*

### **Top 12 Benefits For Using CSS**

<http://www.drostdesigns.com/top-12-benefits-of-using-css-for-web-pages/>

*“If you are still designing with tables then you are missing out on a lot of the benefits of cascading style sheets (CSS)”*

### **CSS vs Tables - Advantages of CSS Web Design over Tables**

<http://www.eye9design.com/blog/2007/web-design/advantages-of-css-web-design-over-tables/>

*“CSS for faster loading times, cross browser compatibility, seo optimization, and more.”*

# Cascading Style Sheets

Cascading style sheets, or CSS is the way in which web pages are style and kept clean, by avoiding the use of tags inside the content. With CSS all of the style information can be kept in its own file, separate from the content of the actual page you are working on, and you can finally get rid of the use of tables for page design!

Main advantages of using CSS would be that it separates the content from the actual style information of your page, creates faster load time for pages, smaller file sizes, reduces clutter, puts content higher in the code with the CSS in a separate file, creating better search engine results. Other ways in which CSS helps is that you can use the same style sheet for an entire web site, not just one page, saving time and money at the same time. CSS can also be used to create clean, printable versions of the pages you are working on.

But perhaps the best advantages of using CSS would be that it is so easy to maintain, to change the style of every paragraph style on your entire site, you only have to make one small edit in the main CSS file. The one major disadvantage of using CSS would be that every browser has varying levels of compliance with style sheets. This means that some style sheet features are not supported by every browser, and that some browser manufactures decide to come up with their own property tags.

The use of CSS has made great advances over the past decade. Beginning in 1996, CSS has advance from just simple text, margin, padding, and alignment capabilities. In 1998, following CSS 1, the next version of CSS was introduced, with the addition of such capabilities like absolute, relative, and fixed positioning of elements, and the concept of media types. With the announcement of CSS 3, there are many advances to look forward to for making life easier with the use of CSS.

## **JavaScript and ActionScript Links**

### **JavaScript Tutorial**

**<http://www.w3schools.com/JS/default.asp>**

*“Tutorials, references, examples for web building.”*

### **JavaScript.com**

**<http://www.javascript.com/>**

*“Source for all things JavaScript, including tutorials, free Java scripts.”*

### **JavaScript & Flash ActionScript**

**<http://theopensourcery.com/jsactscript.htm>**

*“Software development site for design, discussion, links, reviews, tutorials.”*

### **Core JavaScript 1.5 Guide - MDC**

**[https://developer.mozilla.org/en/Core\\_JavaScript\\_1.5\\_Guide](https://developer.mozilla.org/en/Core_JavaScript_1.5_Guide)**

*“Source for question's regarding anything JavaScript.”*

## **JavaScript and ActionScript**

JavaScript and ActionScript are both scripting languages used in the development of web sites and content for web sites. ActionScript is used primary for the development of web sites using the adobe flash player. While JavaScript is widely used for client-side web development, and is integrated into HTML.

ActionScript is based on ECMAScript, it is used in the development of software and web sites using the Flash player platform. Though it is sometimes used in some database applications, such as Alpha Five. ActionScript is the object-oriented programming language used in flash movies to add interactively to your applications.

JavaScript is an original dialect of the ECMAScript standard. It was influenced by many different languages and was designed to look and feel like Java, while being easier to use for the non-programmer. JavaScript is unrelated to the Java programming language, despite the name. Because it is integrated into HTML it already knows what your browser would know, for example how many form elements are on a page, or how many frames are in a window.

Both are different but can essentially be used in the process of building an interactive web site, by using different coding, the web page can be built to an interactive and inviting final product that is inviting and easy to navigate and enjoy.