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What is Findability?
Three Simple Goals

- Help more people find your site
- Help people find content within your site
- Encourage return visits
Beyond SEO
the common thread
Findability is not ...
Findability is ...
web standards + great content = findability bliss
The Standards Connection

- **Semantic Markup:** machine readable
- **Accessibility:** legible to search engines
- **Progressively Enhance:** remove barriers
- **Microformats:** re-discoverable
Semantic Message
<h1 id="logo" title="description">
    Site or Organization Name
</h1>

/* css */

#logo {
    text-indent: -9999px;
    background: url(image.gif);
    width: 200px;
    height: 25px;
}
Revised Image Replacement

Plenty of new and interesting revisions to the original Fahrner Image Replacement technique sprouted up in late 2003. This was an attempt to consolidate them. Please note that this page is no longer being maintained.

Requirements: the replacement must solve the screen reader problem, and it must address the "images off, css on" problem. It is also hoped that a solution will be found that reduces the need for empty <span> elements. The successful technique must work in browsers back to 5.x, but as of the time of writing none of these appear to fail so browser support matrices will be spared.

2008 Update: what does Google think of these methods?

Classic FIR

Using Doug Bowman’s original tutorial, we surround the text with empty spans to hide it with display: none; Issues: most screen readers will not pick up the text when it is not rendered on-screen, nothing shows up under "images off, css on" scenarios, semantically meaningless <span>s necessary.
Bad Karma?
iPod touch. The funnest iPod ever.


### Hot News Headlines
- **iPhone 2.1 Software Update**
- **The fastest way to buy iPhone 3G.**
  Start online and finish at the Apple Retail Store.
- **nano-chromatic**
  The new iPod nano.
- **Introducing iTunes 8**
  Musical Genius, HD TV shows, and more.

apple.com - Leahy/Langridge Method
Image Replacement + Google
MAY 05, 2008

At An Event Apart in New Orleans a few weeks back, something that Aaron Walter said on stage caught my attention.

During the portion of his talk where he discussed image replacement and its impact on findability, he addressed the white elephant question that has likely occurred to most designers who have used image replacement over the past five years or so: what does Google think of CSS image replacement, anyway? But the part that surprised me is that he actually had an answer: Google’s okay with it, you won’t be penalized for using image replacement properly.

Though I’ve long believed this to be true, I had never heard a conclusive answer. One assumes Google is smart, and their algorithms ought to know the difference between keyword-stuffed text and plain English content written for real people. For example, I’ve often wondered if the potential to abuse image replacement and load invisible text with keywords was akin to, say, the potential to stuff keywords into the alt text of img elements, or even into meta tags. The net result seems similar in all three cases: otherwise-invisible text on a page that could unduly influence Google’s ranking. Presumably whatever algorithms they use to detect keyword-stuffing on the other two elements would equally apply to text hidden with CSS.

Not to mention the more compelling evidence that numerous sites I’ve built using image replacement techniques fare well in Google’s ranking. That fact alone indicates that Google won’t penalize for image replacement; rather they apparently treat those as ordinary images. This suggests that if you choose to use image replacement, it will have no impact on your site’s findability.
“Aboutness”
Keyword Placement

- `<title>`
- `<hn>`
- `<strong>` & `<em>`
- link labels
- `alt` & `title` attributes
Keyword Placement

- Your URL
- Style sheet file name
- Logo file name
- Naturally in your content (>= 7%)
Should I Research Keywords?
**Keyword Tool**

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to [English, United States](#) Edit

Help make the Keyword Tool better: [Provide Feedback](#)

### How would you like to generate keyword ideas?

- **Descriptive words or phrases**
  
  (e.g. green tea)

- **Website content**
  
  (e.g. www.example.com/product?id=74893)

### Selected Keywords:

Click ‘Sign up with these keywords’ when you're finished. We'll remember your keyword list when you create your first campaign.

**No keywords added yet**

+ Add your own keywords

---

<table>
<thead>
<tr>
<th>Keywords related to term(s) entered - sorted by relevance</th>
<th>Advertiser Competition</th>
<th>Approx Search Volume: August</th>
<th>Approx Avg Search Volume</th>
<th>Match Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>ceramics</td>
<td></td>
<td>360,000</td>
<td>450,000</td>
<td>Add</td>
</tr>
<tr>
<td>handmade pottery</td>
<td></td>
<td>8,100</td>
<td>9,900</td>
<td>Add</td>
</tr>
<tr>
<td>functional pottery</td>
<td></td>
<td>1,000</td>
<td>1,300</td>
<td>Add</td>
</tr>
<tr>
<td>handmade ceramics</td>
<td></td>
<td>880</td>
<td>880</td>
<td>Add</td>
</tr>
<tr>
<td>bisque ceramics</td>
<td></td>
<td>2,900</td>
<td>3,600</td>
<td>Add</td>
</tr>
<tr>
<td>contemporary ceramics</td>
<td></td>
<td>1,300</td>
<td>1,300</td>
<td>Add</td>
</tr>
</tbody>
</table>

[adwords.google.com/select/KeywordToolExternal](adwords.google.com/select/KeywordToolExternal)
Accessible Message
<acronym title="Web Content Accessibility Guidelines">WCAG</acronym>

<abbr title="Louisiana">LA</abbr>
Our Clients Include …

- Yahoo!
- John Deere
- CNN

...
Progressively Enhance
This text will be accessible to users with or without JavaScript support, and won’t look like cloaked content to search engines.

This is still more text that will be accessible to users with or without JavaScript support, and won’t look like cloaked content to search engines.

Watch out for display:none. It can send the wrong message to search engines.

make it work without JavaScript or Flash Support
Navigation can’t rely on JavaScript

http://www.udm4.com/
What About Ajax?
Ajax Problems

- No unique URL
- JavaScript required to load
- Not search engine friendly
Ajax Solutions

- Don’t load mission critical content

- Use the Hijax Approach
Portable Content is Re-discoverable
<div id="hcard-John-Stewart" class="vcard">
  <span class="fn">John Stewart</span>
  <div class="org">The Daily Show</div>
  <div class="adr">
    <div class="street-address">123 Some Street</div>
    <span class="locality">New York</span>,
    <span class="region">NY</span>,
    <span class="postal-code">12345</span>
    <span class="country-name">USA</span>
  </div>
</div>
Schedule a Studio Visit

Interested in visiting the studio and doing a little shopping in person? Call 706.340.1973 or send email to info@soupstudios.com to schedule an appointment.

We'll get back to you directly with directions and confirmation of your scheduled visit.

Soup Studios Pottery

http://soupstudios.com
info at soupstudios dot com
Athens, Georgia United States
706.340.1973

Let's talk.

Your Name

Your Email Address

Subject

Talk some words

Spam Challenge Question: What is three plus five?

send
<div id="hcalendar-US-Election"
    class="vevent">
    <a href="http://sos.georgia.gov/elections/voting_information.htm"
       class="url">
        <abbr title="2008-11-04T07:00-05:0000"
               class="dtstart">
            November 4th  7am
        </abbr> :
        <abbr title="2008-11-24T20:00-05:00"
               class="dtend">
            24th 8pm, 2008
        </abbr> :

        <span class="summary">
            US Election
        </span>
        at <span class="location">
            United States
        </span>
    </a>

    <div class="description">
        Don't forget to vote.
    </div>

</div>
Here’s where you’ll find Soup Studios next ...

**Norcross Art Fest at City of Norcross**

**Oct 4 - 5**

Norcross Art Fest 2008 showcases the arts and celebrates historic downtown Norcross with music, food, and entertainment.

**Location**

City of Norcross
Downtown Norcross, Georgia 30092

**Brookhaven Art in the Park**

**Oct 11 - 12**

Blazing new talents and established artists will establish the Brookhaven Art in the Park 2008.

**Location**

Apple Valley Road, Atlanta
30319

**Peter Arnett MS**

**Nov 1 - 2**

Saturday, November 1, 2008
Sunday, November 2, 2008

**Location**


You have chosen to open

- **hCal-events.ics**
  which is a ICS file
  from: http://technorati.com

What should Firefox do with this file?

- **Open with iCal.app**
- **Save File**
- **Do this automatically for files like this from now on.**

Settings can be changed using the Applications tab in Firefox's Preferences.
Recently in microformats (July edition)

‘This Week in Microformats’ is a summary of notable microformats activity from the mailing lists, wiki, events and the wider web.

On the wiki

- Din Neville has been working hard this week, updating the Russian translation of the wiki. Thank you, Din.
- datetime-design-pattern contains documentation and discussion of alternative patterns to represent dates and times.
- The parsers page has fallen a little out of date. If you’d like to help update it with links to current available parsers, please help!
- There’s a new html5 page to track changes in HTML5 which will affect microformats (both positive and negative). Not that these issues don’t affect parsing now, and won’t do until HTML5 is stable.

On the mailing lists

Discuss and Dev have been very busy with discussion around the abbr datetime pattern, there’s a lot of it and the threads cross over quite a lot. The core of these discussions should be documented on the wiki on the aforementioned page over the course of this week. The main threads are in the archive page for µf-dev and the archive page for µf-discuss.
Do search engines recognize microformats?
Will I get a ranking boost from validating?
findable websites are successful websites
Let's Talk