



Enhance your

WEB VISIBILITY

Spider Linker™

Spider Linker™ provides the ability to efficiently make all content on a website available to Internet search engines

Internet Visibility

YourAmigo's Spider Linker™ product helps content on web sites to be found on the Internet. Search engines use software programs called "spiders", "robots" or "crawlers" to download pages; some pages, particularly web-based catalogues, are virtually invisible to the spiders, and so are never found through searches on the big-brand Internet search engines such as Google, Yahoo and AltaVista. Spider Linker™ solves this problem by making the invisible pages visible.

Business Benefit

To be visible through the Internet search engines is of direct and measurable benefit to e-businesses. *Search Engine Watch* quotes Forrester (March 2001) research that "Search engines are the top way consumers find new web sites online, used by 73.4% of those surveyed" and Jupiter (March 2001) research that "Users looking for products are far more likely to type the product name into a search engine's search box (28%) than browse shopping "channels" (5%) or click on ads (4%)".

An Overture Press Release dated 13 Feb 2001, entitled "Groundbreaking Study Uncovers Brand Power of Search Listings", said that a study conducted by The NPD Group found that "55% of online purchases originated on sites found through search listings compared to 9% from sites originating from banner advertisements and 7% through sites discovered through tile advertisements".

The Invisible Web

Web sites such as Amazon, which have large product catalogues, are not able to achieve high visibility through the Internet search engines because they run dynamically generated sites. A product web page on Amazon.com does not actually exist until someone goes to the Amazon site, searches for a product and follows the dynamically created link to the dynamically created page. When a search engine spider visits Amazon.com, it does not know what

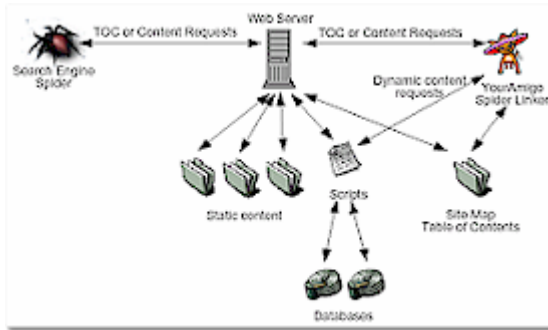
Search engines also have problems with information that is not explicitly linked from elsewhere, and with certain types of documents; collectively, the phenomenon is known as "The Invisible Web" or "Dark Matter on the Web" or "The Deep Web".

Invisible Web Solutions Meta-Search Techniques

Many companies offer search of multiple database-driven websites as a solution to the deep web phenomenon.

These sites are useful to those who know about them and know how to use them. The traffic that these search engines attract is a fraction of the big-brand Internet engines such as Google, Yahoo and AltaVista. Further, to become listed on any of these sites usually requires agreement of the search site and typically a fee.

For a webmaster who is trying to increase visibility of his or her site to the large Internet market, a considerable amount of effort is required for a relatively small return.



Optimisation Techniques

Part of the problem with the search engines not finding dynamically created pages has been that the search engine spiders have avoided URLs containing a '?'. Such URLs are definite indicators of dynamic pages, and it is quite possible for a spider to get into a loop from which it cannot escape when following dynamic page links.

A webmaster may choose to optimise his or her site so that all links to dynamic pages appear as 'spider-friendly' static links. There are various URL rewriting tools that assist in doing this.

These solutions require significant manual effort to design and maintain the web site. Absolute links in web pages significantly increase maintenance costs and make web site mirroring more difficult.

Despite the effort required to implement these solutions, they only solve a small part of the

terms to use, and so cannot find all of the books available on Amazon's site.

Driving a site dynamically is a very attractive option for many companies; typically, it allows content to be separated from presentation, which improves the ability of administrators to build and maintain the site. For companies that offer products over the web, it allows integration of the web site content with separately maintained product catalogues or databases. For these reasons, dynamically driven sites are increasing in popularity.

For example, you can visit ProFusion and enter search terms such as a brand of product. ProFusion queries several of the sites that it thinks will be relevant to the query, gets results from each, and presents them in a summary list. On a site like The Invisible Web, you would enter a search term such as books, and then be given a list of sites on which you might be able to find books, and it is up to you to choose and search each in turn.

There are many other examples, including Complete Planet, Direct Search, Invisible-web.net, Lycos Directory, Searchable Databases, and Search.com.



problem. Taking Amazon.com as an example, the home page that you see when visiting Amazon contains just a handful of links to popular books, yet Amazon's database contains over 1,000,000 titles. Those which are not explicitly linked are invisible to spiders, and it is not reasonable for the Amazon webmaster to maintain 'spider-friendly' links to each of the titles in the database.

Spider Linker

Content Discovery

YourAmigo's Spider Linker™ product offers a solution which allows all of the content on a site to be automatically made available to the Internet engines such as Google with negligible on-going administrative effort. Using some of the techniques mentioned above, Spider Linker™ creates spider-friendly links to dynamic page URLs.

Beyond what any of the other products do, however, Spider Linker™ also employs YourAmigo's patent pending technology for content discovery in order to identify the optimum set of dynamic pages that each configured script on the web site can produce, and creates a table of contents (TOC) for all of the static and dynamic content on the site.

This means that a web site running Spider Linker™ can potentially have all of its catalogue entries indexed by Google. Unlike other products on the market, there is no need to rewrite your web pages to include the spider-friendly links.

Web Optimisation

Improve search rankings

Search engine optimisation is the process of ensuring that the content in a web page is attractive to search engine spiders. Search engine positioning is the process of ensuring that your pages are highly ranked relative to your competitors in the various search engines for the particular keywords that are relevant to your business.

Spider Linker™ is a part of these processes, as it gives your pages a chance to be found where otherwise they could never have been found. However, Spider Linker™ alone does not guarantee an increase in search engine rankings.

Additional assistance will be required to optimise your web content and keyword density for improved search engine rankings.

Table of Contents

Spider Linker™ generates a table of contents (TOC). The TOC may take one (or both) of two forms:

- A series of one or more HTML pages with links (direct or indirect) to content on a site.
- A "sitelist.txt" file for each virtual host, conforming to the standard for this file.

The TOC may be updated either manually or automatically.

In the case of automatic updates, the update interval(s) are configurable by the administrator. Pages may be excluded from the TOC, either explicitly (by navigating

to the file through the site map in the Administration Tool and excluding it) or implicitly (by using a matching expression or by excluding a parent directory).

The content of TOC pages is intended only for spiders; however, there is the facility to add header and footer information to each page to improve the aesthetics should a human start navigating the TOC.

Conclusion

YourAmigo's Spider Linker™ offers an automatic and optimum solution to making dynamically generated pages on a web site visible to the major search engines on the Internet, such as Google, Yahoo and AltaVista. Spider Linker™ is a breakthrough product which for the

first time provides the ability to efficiently make all content on a website available to Internet search engines, without the need for any redesign of web pages, with a minimum of installation effort and with negligible on-going maintenance. It does significantly more than prior products which simply translate dynamic page URLs to spider-friendly versions. In particular, it can discover optimum sets of dynamic pages and keeps up-to-date with changes in the web site.

In conjunction with appropriate web site optimisation, Spider Linker™ can help drive traffic to dynamically-driven sites through the major search engines, where previously those sites were virtually invisible.

About Enhance

Tailored Services For Every Business

Enhance is an independent, professional services company, based in the UK, offering a wide range of web services to small and mid-sized companies, helping them realise their selling potential via the web.

Our policy is one of customer intimacy. We recognise every company is unique. Hence, our services are specifically tailored to meet a company's business needs.

We take the time to understand a business so they can better understand their customers.

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