

# Findability

## Resources

"Did you know"

video: [http://www.youtube.com/watch?feature=player\\_embedded&v=cL9Wu2kWwSY](http://www.youtube.com/watch?feature=player_embedded&v=cL9Wu2kWwSY) replaced with <https://www.youtube.com/watch?v=u06BXgWbGvA>

### Webmaster tools:

- A good article to read about Keywords is:  
<http://www.searchengineguide.com/andy-beal/search-engine-optimization-basics-part-1-keywords.php>
- Google Webmaster Tools: <https://www.google.com/webmasters/tools/home?hl=en>
- Google Trends: helps you to find the most current keyword phrase based on current trends: <http://www.google.com/trends/>
- Bing Webmaster tools: <http://www.bing.com/toolbox/webmaster>
- [Web Content Accessibility Guidelines \(WCAG\) 2.0](#)
- [www.WordPress.org](http://www.WordPress.org)
- [www.WordPress.com](http://www.WordPress.com)
- How to generate a sitemap: <http://www.xml-sitemaps.com/>
- A really great site which will allow you to create a sitemap with upto 500 pages: <https://pro-sitemaps.com/>
- GOOGLE  
sitemap: <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=156184>
- Please read this PRIMER section from the Eric Myer S5 website: <http://meyerweb.com/eric/tools/s5/primer.html>
- This page will provide you with all the XHTML and CSS you need to start your presentation: <http://meyerweb.com/eric/tools/s5/structure-ref.html>
- This diagram represents the elements necessary for the S5 presentation to work, showing the JavaScript, CSS and HTML relationships: <http://meyerweb.com/eric/tools/s5/s5-intro.html#slide7>
- You can find some themes here: <http://meyerweb.com/eric/tools/s5/themes/>
- robot.txt work group: <http://www.robotstxt.org/>
- Tutorial: <http://tools.seobook.com/robots-txt/>
- Findability and SEARCH: <http://www.findwise.com/blog/the-enterprise-search-and-findability-report-2012-is-ready/>
- Image Search Optimisation: <http://www.clickz.com/clickz/column/1704660/image-search-optimization-101> replaced with <https://searchenginewatch.com/2017/11/09/image-optimization-101-how-to-rank-higher-in-image-search/>
- 6 different emails every marketer should consider sending  
: <http://blog.hubspot.com/blog/tabid/6307/bid/31178/6-Different-Emails-Every-Marketer-Should-Consider-Sending.aspx>
- Long Tail Search Optimisation <http://blog.hubspot.com/blog/tabid/6307/bid/28912/The-Ultimate-Guide-for-Mastering-Long-Tail-Search.aspx>

## Modrewrite and .htaccess files

Here is some extra reading to provide you with more information as to what you can do with the .htaccess files.

- <http://net.tutsplus.com/tutorials/other/the-ultimate-guide-to-htaccess-files/>
- <http://httpd.apache.org/docs/2.2/howto/htaccess.html>
- modrewrite reference: [http://www.workingwith.me.uk/articles/scripting/mod\\_rewrite](http://www.workingwith.me.uk/articles/scripting/mod_rewrite)
- Here are two online tools to help you create the .htaccess files you may need. <http://www.htaccesseditor.com/en.shtml>
- This link will help you to create a password file to link to your .htaccess file. It also helps you to create the necessary .htaccess file: <http://www.htaccessstools.com/httpasswd-generator/>
- Here is some extra reading to provide you with more information as to what you can do with the .htaccess and Mod\_rewrite files.
  1. [http://www.workingwith.me.uk/articles/scripting/mod\\_rewrite](http://www.workingwith.me.uk/articles/scripting/mod_rewrite)
  2. [http://www.seocentro.com/articles/apache/mod\\_rewrite-redirect-relocated-urls.html](http://www.seocentro.com/articles/apache/mod_rewrite-redirect-relocated-urls.html)
  3. [http://www.htmllist.com/how-to/a-simplemod\\_rewrite-tutorial/](http://www.htmllist.com/how-to/a-simplemod_rewrite-tutorial/)
  4. <http://httpd.apache.org/docs/2.2/howto/htaccess.html>
  5. [http://httpd.apache.org/docs/current/mod/mod\\_rewrite.html](http://httpd.apache.org/docs/current/mod/mod_rewrite.html)
  6. <http://net.tutsplus.com/tutorials/other/the-ultimate-guide-to-htaccess-files/>
  7. information about backreferencing: <http://msdn.microsoft.com/en-us/library/thwdfzxy.aspx>

## Copyright information:

- <http://creativecommons.org/licenses/>
- <http://creativecommons.org.au/learn-more/licences>
- <http://creativecommons.ca/>

## Folksonomy:

- **Folksonomy** From Wikipedia [en.wikipedia.org/wiki/Folksonomy](http://en.wikipedia.org/wiki/Folksonomy)
- **Folksonomy** Article By DANIEL H. PINK [http://www.nytimes.com/2005/12/11/magazine/11ideas1-21.html?\\_r=0](http://www.nytimes.com/2005/12/11/magazine/11ideas1-21.html?_r=0)
- **Beyond Findability Search-Enhanced Information Architecture for Content-Intensive Rich Internet Applications** Article By Luigi Spagnolo <http://journalofia.org/volume2/issue1/03-spagnolo/>

## References the current state of the internet:

- [news.netcraft.com/archives/2013/01/07/january-2013-web-server-survey-2.html](http://news.netcraft.com/archives/2013/01/07/january-2013-web-server-survey-2.html) replaced with <https://news.netcraft.com/archives/2018/07/19/july-2018-web-server-survey.html>
- [venturebeat.com/2012/12/03/mary-meeker-releases-stunning-data-on-the-state-of-the-internet/](http://venturebeat.com/2012/12/03/mary-meeker-releases-stunning-data-on-the-state-of-the-internet/) replaced with <https://www.recode.net/2018/5/30/17385116/mary-meeker-slides-internet-trends-code-conference-2018>
- [www.searchenginejournal.com/24-eye-popping-seo-statistics/42665/](http://www.searchenginejournal.com/24-eye-popping-seo-statistics/42665/) replaced with <https://www.searchenginejournal.com/seo-101/seo-statistics/>

- [netforbeginners.about.com/od/weirdwebculture/f/How-Big-Is-the-Internet.htm](http://netforbeginners.about.com/od/weirdwebculture/f/How-Big-Is-the-Internet.htm) replaced with <https://www.lifewire.com/how-big-is-the-internet-2483701>
- reference: [www.webopedia.com](http://www.webopedia.com)

## Essential SEO Tools

- [Raven SEO Tools](#)
- [W3C Semantic Extractor](#)
- [W3C Markup Validation Tool](#)
- [W3C Link Validator](#)
- [Google Webmaster Central](#)
- [Yahoo! SiteExplorer](#)
- [MSN Live Search Webmaster Tools](#)
- [Google AdWords Keyword Research Tool](#)
- [Share Icon Project: Share content on social networks](#)
- [Spam Detector](#)
- [SWFObject: Search Engine Friendly Flash Embed Tool](#)
- [SiFR: Search Engine Friendly Typography](#)
- [SEO Plugin for Firefox](#)
- [Accessible, Search Engine Friendly Drop Down Menu](#)
- [Accessible, Search Engine Friendly Image Map Generation Tool](#)
- [Alexa Page Rank](#)
- [Search Engine Spider Simulator](#)
- [General SEO Tools](#)
- [Broad Range of SEO Tools](#)
- [SEO Chat's SEO Tools](#)
- [Keyword Density and Prominence Evaluation Tool](#)
- [Keyword Density Checker](#)
- [WordTracker: Keyword Research Tool](#)
- [Keyword Suggestion Tool](#)
- [Keyword Map: Maps Keywords Related to a Term](#)
- [Keyword Analysis Tool](#)
- [URL Rewrite Tool](#)
- [Shorty: URL Rewrite Tool \(installs on server\)](#)
- [SEO Meter: Shows Google Crawl Rate](#)

## Microformats

- [Microformats](#)
- [hCalendar Creator](#)
- [hCard Creator](#)
- [hReview Creator](#)
- [Microformats Icon DevKit](#)
- [Microformats Cheat Sheet: Dave Child](#)
- [Microformats Cheat Sheet: Brian Suda](#)
- [Operator Toolbar for Firefox: Detects Microformats](#)
- [Microformats Bookmarklet](#)
- [GeoTag Icon Project](#)
- [Highlight Microformats with CSS](#)

- [Microformats Plugin for Dreamweaver](#)
- [Style Sheet for Microformats](#)

## **Analytics Tools**

- [Mint](#)
- [Google Analytics](#)
- [Crazy Egg](#)
- [ClickTale](#)
- [Woopra](#)

## **Performance Optimization Tools**

- [YSlow Site Performance Evaluation Tool](#)
- [CSS Sprite Generation Tool](#)
- [Combine: CSS and JavaScript gZip Script to Speed Load Times](#)
- [CSS Compressor](#)
- [Packer: JavaScript Compressor](#)

## **Learning Resources**

- [Findability, Orphan of the Web Design Industry](#)
- [Improving Findability Through Web Standards](#)
- [How to Create Content That Sucks \(Users In\)-And Makes Your Site More Findable](#)
- [High Accessibility Is Effective Search Engine Optimization](#)
- [Image Replacement and Google](#)
- [Ambient Findability: Findability Hacks](#)
- [The Semantic Web](#)
- [The Perfect 404](#)
- [Slash Forward \(Some URL are Better Than Others\)](#)
- [Search Engine Optimization and Non-HTML Sites](#)
- [Optimizing Your Chances with Accessibility](#)
- [Speed Up Your Site: Web Site Optimization](#)
- [Use AJAX and PHP to Build your Mailing List](#)
- [Google Analytics Tutorial \(video\)](#)
- [Google Analytics - Bounce Rate: The Simply Powerful Metric \(video\)](#)
- [Google Analytics Tutorial 2: Essential Stats \(Video\)](#)
- [Is SEO Evil?](#)
- [Developing Flash websites using progressive enhancement](#)
- [Peter Morville on Findability at The Library of Congress \(Video\)](#)
- [Using Standards for Better SEO](#)
- [CSS Sprites: Image Slicing's Kiss of Death](#)
- [Adding Microformats Magic to Your Site](#) replace with <http://blog.teamtreehouse.com/add-microformats-magic-to-your-site>
- [Why Microformats?](#)

## **Site Search Tools**

- [Google Custom Search](#)
- [Google Ajax Search API](#)

- [Yahoo! Search Builder](#)
- [Rollyo](#)
- [FastFind](#)
- [Atomz](#)

## Sitemaps.xml

- [Sitemaps.org](#)
- [Comprehensive List of Sitemap.xml Tools for All Platforms](#)
- [Sitemap.xml Generation Plugin for Dreamweaver](#)
- [Rage Sitemap.xml Generation Tool \(Mac\)](#)
- [Online Sitemap.xml Generation Tool](#)
- [Sitemap.xml plugin for WordPress](#)
- [Submit Sitemap.xml to Google](#)
- [Submit Sitemap.xml to Yahoo!](#)
- [Submit Sitemap.xml to MSN Live Search](#)

## Robots.txt

- [Robots.txt Generator Tool](#)
- [Robots.txt Syntax Checker](#)
- [Robots.txt General Information](#)

## Audio and Video Transcription Services

- [CastingWords](#)
- [Transcribr](#)
- [e24tech](#)
- [EveryZing](#)

## Additional References

- [http://www.adobe.com/au/products/dreamweaver/features\\_sl\\_id-contentfilter\\_sl\\_featuredisplaytypes\\_sl\\_new.html](http://www.adobe.com/au/products/dreamweaver/features_sl_id-contentfilter_sl_featuredisplaytypes_sl_new.html)
- <http://www.adobe.com/au/products/dreamweaver/features/fluid-grid-layout.html>
- semantics intro - <http://www.youtube.com/watch?v=OGg8A2zfWKg>
- RDFa - <http://www.youtube.com/watch?v=ldl0m-5zLz4>
- did you know (2008) <http://www.youtube.com/watch?v=4TKbIidbyhk> replaced with <https://www.youtube.com/watch?v=u06BXgWbGvA>
- "The Visions of Students Today" 2011 Remix One (trailer) [http://www.youtube.com/watch?v=-\\_XNG3Mndww](http://www.youtube.com/watch?v=-_XNG3Mndww)
- A Vision of Students Today <http://www.youtube.com/watch?v=dGCJ46vyR9o> unrelated
- <http://microformats.org/2011/02/17/facebook-adds-hcalendar-hcard>
- <http://blog.teamtreehouse.com/add-microformats-magic-to-your-site>
- <http://searchengineland.com/13-semantic-markup-tips-for-2013-a-local-seo-checklist-143708>
- <http://www.w3.org/community/webed/wiki/Interact/Findability>
- <http://searchengineland.com/the-hcard-microformat-local-search-optimization-12424>
- <http://www.moongate.ro/en/products/qrcode-vcard/>
- <http://www.slideshare.net/paulo72/microdata-and-findability>

- [http://hub.eaccessplus.eu/wiki/Subtitling\\_and\\_captionin](http://hub.eaccessplus.eu/wiki/Subtitling_and_captionin)
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- submitting to top 20 SE <http://www.20search.com/>

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