

Radiant Website Design, Ltd.

It's a new day for your business

Is it text or is it a picture?

In a previous newsletter, I spoke of the importance of having good keywords on your website so that people using those words will find your site in the search engines (Google, etc). I said that not only must they be in the proper location but they must be in the proper format so that the search engines can read them. What did I mean by that? Look at the two sentences below:

This is a line of text.

This is also text.

To our eyes, they read the same. But the second is actually a picture with text in it. This is a huge difference because Google, which doesn't "see" a site as we do, will correctly note that there is a line of text and a picture. It can not read any of the text in the picture so if all your important keywords are actually text in pictures then your site will be invisible in the search engines because to them there are no words on your site.

So, how do you tell if you have text or pictures? Go to a section of text on your site and right-click your mouse over it. If you see a menu with "Save picture as.." or similar wording, then Google is not reading any of the text.

If you need help converting any pictures with text to real text, please call for a FREE website review: (847) 924-4154.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.



Learn more about the
Artistic Geek

Call today for a FREE
website review

(847) 924-4154



See past newsletters

Next month: Navigational problems or "I don't where I'm going with this"

Happy Hanukkah, Merry Christmas, Happy New Year!

Until we Geek again,

Cathy Gazzolo, the "Artistic Geek"

Creating websites that are easy to use and easy to find.