



iPages4U

Mobile & Web Design Solutions

How to Achieve Top Search Engine Ranking

Diamonds are rated by what is called the 4 C's. The 4 C's represent Carat, Color, Clarity and Cut. The rating for these features determines the intrinsic value of the stone. Carat of course is the stone weight, Color is evaluated in terms of its' whiteness, Clarity is the determination of the stone flaws and the cut is the stones shape. As these rating go up, so does the value of the stone.

A web site has a similar and secret 4 C's ratings system; only the 4 C's of web site design are Clarity, Content, Consistency and Credibility. Just like a diamond, the highest ratings for these features can be a determination of a web sites' value. Search engines for the most part use the 4C's to rank your site. They don't tell you about the 4C's. They use terms like Meta Tags and keywords and tell you how important they are to your ranking ([See How Search Engines Use Meta Tags](#)). Don't get me wrong these items are important to the robot spiders and should be used, but lets face it, to really get a good ranking, it's the visitors and external site linkages that are the key to a successful web site. Search engines secretly track external site linkages and visitor traffic. They use this information to move sites up or down the ranking rating scale. Your Meta Tags and keywords have little to do with rank. If your site is on the 3rd page of a search result or greater it's not likely to be viewed.

That's where the 4C's are a critical component to good web site design. People don't see your Meta Tags and keywords; they see the 4C's. Web sites are all about traffic and return traffic and viral marketing. (Viral marketing is about word of mouth and we all know when a visitor sees a great site, they tell their friends and they tell theirs etc.) If your site has a high 4 C's rating, you will have the traffic and excite other web site to link to yours.

Take this simple 30 min. test to determine your sites' 4 C's rating so that you can focus your Design efforts to improve the elements necessary to increase your search engine rank.

Clarity: Using your home page

1. Count the number of words a visitor must read to determine what your site is about.

Words	<10	<15	<20	<20	<30	>40	
Points-	5	4	3	2	1	0	Rate ____

2. How many columns of content are across your page?

Columns		1	2	3	4	5	>5	
Points-		5	4	2	2	1	0	Rate ____

3. Count the sentences on the page and determine the average sentence length.

Length	<8	<12	<16	<20	<24	>24	
Points-	5	4	3	2	1	0	Rate ____

4. Browser Compatibility. Use [website garage](#) to determine this.

Browsers	Web TV	NS2	NS3	NS4	IE5	Other	
Points-	5	4	3	2	1	0	Rate ____

5. Pages Width

Width	640	800	1024	100%
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Points-	5	4	3	0	Rate _____
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6. Using Navigation

Method	Icons + text	Icons Only	Underlined Text	Plain Text	Rate _____
Points-	5	3	1	0	

Total Point for Clarity

Add Points _____

Content: Using your home page

1. Using the 1st 4 keywords on the home page. Count the average number of paragraphs that support them on the site. (FOG Index)

Paragraphs	>5	>4	>3	>2	>1	0	Rate _____
Points-	5	4	3	2	1	0	

2. Spelling Errors. Use [website garage](#) to determine this.

Errors	0	1	2	3	4	5	Rate _____
Points-	5	4	3	2	1	0	

3. Reading the 1st 60 words of the home page determine the relevancy of the content for the 1st 4 keywords.

Relevancy	Extremely	Very	Somewhat	None	Rate _____
Points-	5	3	1	0	

4. Does the site have information devoted to a description of what the site is about?

Paragraphs	>5	>4	>3	>2	>1	0	Rate _____
Points-	5	4	3	2	1	0	

5. Is the site internally searchable?

Searchable	Yes	No	Rate _____
Points-	5	0	

Total Point for Content

Add Points _____

Consistency: Using the entire site

1. From page to page is the look and feel familiar?

Familiar	Extremely	Very	Somewhat	Not	Rate _____
Points-	5	3	1	0	

2. Is the navigation from page to page the same?

Same	Extremely	Very	Somewhat	Not	Rate _____
Points-	5	3	1	0	

3. Headers from page to page the same?

Same	Extremely	Very	Somewhat	Not	Rate _____
Points-	5	3	1	0	

4. Footers from page to page the same?

Same	Extremely	Very	Somewhat	Not	
Points-	5	3	1	0	Rate ____

5. How many different fonts are used. (Different sizes are OK, only font changes and don't count any graphics fonts.)

Fonts	1	2	3	4	5	>5	
Points-	5	4	2	2	1	0	Rate ____

Total Point for Consistency

Add Points ____

Credibility:

1. Does the site contain a privacy statement?

Statement	Yes	No	
Points-	5	0	Rate ____

2. Does the site contain a physical company address?

Address	Yes	No	
Points-	5	0	Rate ____

3. Does the site contain a telephone number?

Telephone	Yes	No	
Points-	5	0	Rate ____

4. Does the site contain use testimonials that can be verified?

Testimonials	Yes	No	
Points-	5	0	Rate ____

5. Does the site contain a contact name and e-mail address?

E-mail andontact Name	Yes	No	
Points-	5	0	Rate ____

Total Point for Credibility

Add Points ____

Add up the points for each of the 4C's separately to determine the sites' 4C's Score:

- **Clarity: < 22 points needs work in this section**
- **Content: < 18 points needs work in this section**
- **Consistency: < 16 points needs work in this section**
- **Credibility: < 20 points needs work in this section**

Your can use the tools and tutorials found at ipages4u do it yourself pages to help improve the 4'C of the site you just evaluated.

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