May 2008 Newsletter

If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now May, I will be sending out invoices to any of you for whom I have done work in April, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

<u>Health Update</u> – It's been about two weeks since my eye surgery on April 15th. I had some scar tissue removed from the macula in my left eye, which is in the center of your retina in the back of your eye. I have been told that they "got it all" and my macula is clear. It will take a couple of months for my retina to get "un-wrinkled" and my vision to clear up totally but there is already improvement. Thank you to all of you for your good wishes.

<u>Fonts</u> – There are seemingly an unlimited number of different styles of text. Be aware, however, that a lot of what you see isn't really text by the strict definition of the word but merely an image of text. Try to select some text by clicking and dragging. If it gets highlighted, it is actually text that you can then copy, paste, etc. More likely though, you will not be able to select text which means it is part of an image.

And, in the case of actual text, the phrase "eye of the beholder" definitely holds on the internet. If a web page contains text that was set up originally in a specific font but you do not have that font on your PC, you will not see it in the way it was intended. There is a way to embed fonts in a page but it is a complicated procedure and not all fonts are "embeddable". And since search engine spiders can only look for actual text, images with text on them are not searchable, unless you add a special tag to the images.

<u>Site Maps</u> – It seems that every month there is something new that is the hot item for getting your site to move up in the search engines. What I would like to talk about at this time is site maps.

There are actually two different kinds that are helpful. One is a site map that is a separate page on your website. If you go to my business site, you will see that I have a cascading menu that doesn't show all links until you place your cursor over menu items. This is usually the case if you have a lot of pages. I also have a link to a sitemap page, however, so you can see all the pages at one time.

There is another type of site map, however, that is something you cannot see from your site but rather is "behind the scenes". It is a separate file with a suffix of ".XML". XML stands for e<u>X</u>tended <u>M</u>arkup <u>L</u>anguage, and is similar to HTML, which is the basic language of web pages. I don't need to go into any detail about these files but, if you have one in the area where your web pages are hosted and if it is maintained properly, it will help your pages to get indexed for the search engines. Google likes these files and even has a way to verify your site using them. I have already set up a few clients with this feature. It also works in conjunction with the robots.txt file that I have spoken about previously. If you are interested in implementing this feature, please let me know and we can discuss it.

To view archives of past newsletters, go to http://www.technicalwebsitedesign.com/newsletters.html

Thank you all for your business (and potential business...)

Jim