

Do you know these
optimization tips to
make it to the top in the
new MSN Search?



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News

This Month in the News

I know it has been a few months since the last e-list. We have adjusted the way we approach the e-list and hopefully it will be more concise and useful. This month we address the newest search engine, MSN Search. MSN has had a search engine for quite a while, but as of February they have developed their own database and spiders. The new features they have added, along with the items they use in ranking might have an extremely large impact on the future Google and Yahoo engines.



Contest Winners

Our last contest had some problems with the new way that Google updates their PageRank. Google has moved toward a quarterly PageRank update. (That is what we are hoping anyway since the PageRank hasn't been updated since the beginning of January.) I'm looking forward to seeing new PageRank on the new sites that AH Digital FX Studios has created. We would like to thank all the people that entered into the contest.

Writers

AH Digital FX Studios is looking for Actionscript 2.0 coders to support the Flash Community and submit tutorials on Actionscript 2.0. All submissions may be sent to info@ahfx.net.

We are also looking for graphic designers that would like to be published in our monthly e-list. We are looking for designers to teach solid principles that everyone can practice and use in their designs. All submissions may be sent to info@ahfx.net.

Unique Artwork

AH Digital FX Studios is calling to the graphic designers out there. We are looking for unique artwork to be displayed in subsequent editions of the E-list. All artwork submitted needs to be in jpg format and should include all pertinent contact information, so that we can give credit to the correct individual. Owners of artwork chosen for the E-list will be notified via e-mail of the edition that will contain their artwork. Send submissions to info@ahfx.net. Not all entries will be placed in the E-list. Void where prohibited. Contact AH Digital FX Studios for more information.

Toolbox

New Writer

We welcome Josh Hayes as a new writer for our e-list. The following article shows his dedication to helping others understand search engine placement in the newly revamped MSN Search.

New Search Engine

The two “big dogs,” Google and Yahoo, now have a new competitor. MSN came out with a new search engine in February 2005. They no longer get their results from other search engines, but now they have spiders of their own. Just as before, this spider does not index the same as other websites. Still, having good content always wins, but here are a few other things I have found that may help your ranking on MSN Search.

- MSN places very high emphasis on good coding
- MSN places high emphasis on keyword density
- MSN places high emphasis on the number of inbound links
- MSN places high emphasis on the page title
- MSN places high emphasis on headings
- MSN places high emphasis on when the content was last updated
- MSN places emphasis on the size of the website
- MSN places emphasis on meta tags

It seems like MSN has combined ways of indexing from both Google and Yahoo, although it has added a few of its own. This may make it a very competitive search engine in the future. We’ve already discussed many of these different aspects, but there are a few new ones that need to be discussed.

1. Good Coding

In MSN, a website that is poorly coded can very possibly lose the top spot to one with better coding. In the code of a website, all html tags need to be closed. For example, you need to make sure that for every <p> tag there must be a corresponding </p> tag. There are some ways to make sure that your coding is correct. If you go to the website <http://validator.w3.org/> and type the URL of your website into the “Address” box under “Validate by URL,” it will check and make sure all your coding is correct.



Toolbox (cont.)

2. Links

Links in MSN Search are counted different than those in Google. All internal links are very important and are counted as well as those from other websites; you need to be sure to link extensively within your website. If you have a well designed site map with less than three layers, you are more likely to be indexed completely. Also, links from sites that you don't link to are counted more highly in MSN, as they are more likely there because your site is well done. Links from site with similar content also count for more than those that are not related.

3. Size of the Website

Websites with more pages usually do better in MSN than others. Also, pages usually do better if they are smaller—usually less than 150 kb, not including pictures. Keep your pages to one topic and you should do alright.

Submitting to the MSN Search Engine

Now that MSN is up-and-coming towards being another “big dog” search engine, it would be wise to submit your site to them if your site hasn't already been indexed by the msnbot already. Just like the others, if you can get your website on this search engine, you will probably end up on others in time. Here is the main submission URL for MSN Search: <http://search.msn.com/docs/submit.aspx>



Contact

Contact Information

Thank you for joining AH Digital FX Studios' E-list. If you would like AH Digital FX Studios to do an in-depth evaluation of your current web site, email us at info@ahfx.net. If you have any questions, require our services, or know of someone that might need our services please contact us with the information below.



Adam R. Hayes
AH Digital FX Studios
10551 East Ririe Hwy.
Idaho Falls, Idaho 83401

208.538.6748
info@ahfx.net
www.ahfx.net

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