Casting the Net for Search Engine Traffic Using "Static Pages"

Agenda / Topics

- **How HTML Works (the non-Geek version)**
- **How Search Engines Work**
- **The Dirty Little Secret about Database Driven Websites**
- **How WSP's Static Page System Solves the Problem**

Details

- **How HTML Works (the non-Geek version)**
- **How Search Engines Work**
  - **Index "Pages on Websites" Not "Websites"**
  - **Show Relevant Content**
  - **The Use (on page)**
    - **Page Title**
    - **Page Name / File Name**
    - **Meta Description**
    - **Meta Keywords**
    - **Page Content**
- **The Dirty Little Secret about Database Driven Websites**
  - **Why Their Great / How They Work**
    - **Pulls from Database**
    - **Mail Merge / Pass URL String into Generic Page Template**
    - **Facilitates**
      - **Bulk Data Updates / ERP Integrations**
      - **Content Management (Web Driver)**
      - **Simplified Modifications (change to template, changes all)**
      - **More Complex User Profiling (pricing, variations in functionality, etc)**
  - **The Dirty Secret**
    - **No Unique Identifiers on Each Page**
    - **Very Little Chance of Rankings**
- **How WSP's Static Page System Solves the Problem**
  - **Still Database Driven**
    - **All Content Management / Bulk Updates / ERP Integrations Supported**
    - **All Complete User Profiling Supported**
  - **Allows Centralized Administration of Unique (on page) Identifiers**
  - **Programmatically Creates / Maintains the "Unique" / Static Pages**