

What Web Designers Should Know About Search Engines

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ABSTRACT

By using principles based on search engine technology, web site designers can increase the number of hits their sites receive and make their information easier for readers to find. This presentation offers an overview of the technology underlying prominent search engines and their implications for web site design, from the standpoint of both the writer and the artist. The advantages of site registration are also discussed.

SPEAKERS

Gabrielle Boudreau has been a librarian and information analyst at Oak Ridge National Laboratory for seven years. She works in the area of research support, developing information resources and consulting on specialized projects. She has an undergraduate degree in philosophy from Wells College and a master's degree in library information science from the University of Tennessee.

Gay Marie Logsdon has been a technical writer and editor for projects in the Environmental Sciences Division at Oak Ridge National Laboratory for over ten years. She has conducted writing seminars for Tennessee Valley Authority and the University of Tennessee. She holds a bachelor's degree in English from Washington State University, and she has master's and doctoral degrees in English language and linguistics from the University of Texas.

Lindsey Morrow is an undergraduate student in English at the University of Tennessee. During summer 1998 she participated in an internship at the Oak Ridge National Laboratory Distributed Active Archive Center, an electronic repository of ecological research sponsored by NASA. Lindsey worked on technical documentation and learned the required standards for electronic data.