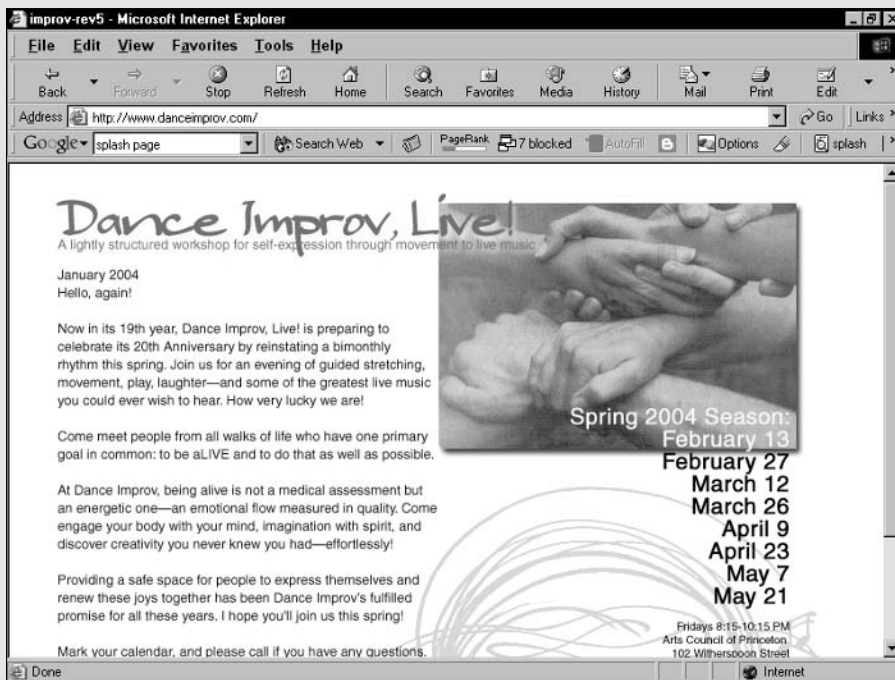


When text is not text

The imperative to stage your content and keywords as text, not graphics, is plain enough. But occasionally, site-designing software can fool you into thinking that a graphic is text. The figure is an example of an all-graphics page that appears to be text. Google can't index this page because it can't read the words. (In this case, the page is an information source for local members of a dance troupe and is not intended to attract a wider audience.) Even if the page had a strong backlink network, it would never

get into the Web index because Google would be unable to assess its content or assign a PageRank.

This page was created with ImageReady, an Adobe program that creates and slices images for deployment on a Web page. Although most sophisticated graphics programs allow placement of text in the graphic image, *it stops being text* when you do so. As information, graphical words are invisible to Google.



Each separate and topically focused page has its own name and location, so your navigation links act as incoming links to those pages, helping establish them in Google. And the text in those navigation links (which I discuss shortly) helps Google understand what the pages are about.