



4.2.4 Is the meta-keywords tag used for keyword stuffing?

Search engines place little emphasis on the keywords meta-tag due to years of abuse by web designers who stuffed the tag with keywords in the hope of good search engine placement. There is now little need to use the keyword meta-tag for anything other than common misspellings of words on a page.

During the review of the site, no keyword meta-tags were used. Given the fact that the keyword meta-tag is ignored by every self-respecting search engine, this is of no concern.

4.2.5 Are there any impediments that would prevent a search engine spider from accessing pages within the site (such as the use of JavaScript navigation)?

In order to be listed in the major search engines, it is important that the 'spiders' are able to get to as many pages as possible within the site.

There are certain features that may stop these search engine spiders from indexing all of the pages within a website. These include:

- *JavaScript menus –if you use JavaScript, the search engines spiders may not be able to navigate through the links on your site to every page. One solution to this problem is to add a static sitemap which has links to all the pages instead.*
- *Dynamic pages – many websites use databases to store information such as articles, products, etc. However, dynamic websites may prevent spiders from accessing pages due to the use of excessive URL parameters, slow downloading page or passing session identifiers between pages.*

No impediments that could prevent a search engine spider from accessing all relevant pages in the site were found during the review.

4.2.6 Does the site use any techniques to influence search engine ranking that may result in penalty? (256)

There are a number of shady techniques used to influence search engine ranking.

These include:

keyword stuffing - *filling keyword meta tags and other hidden tags with targeted search terms*