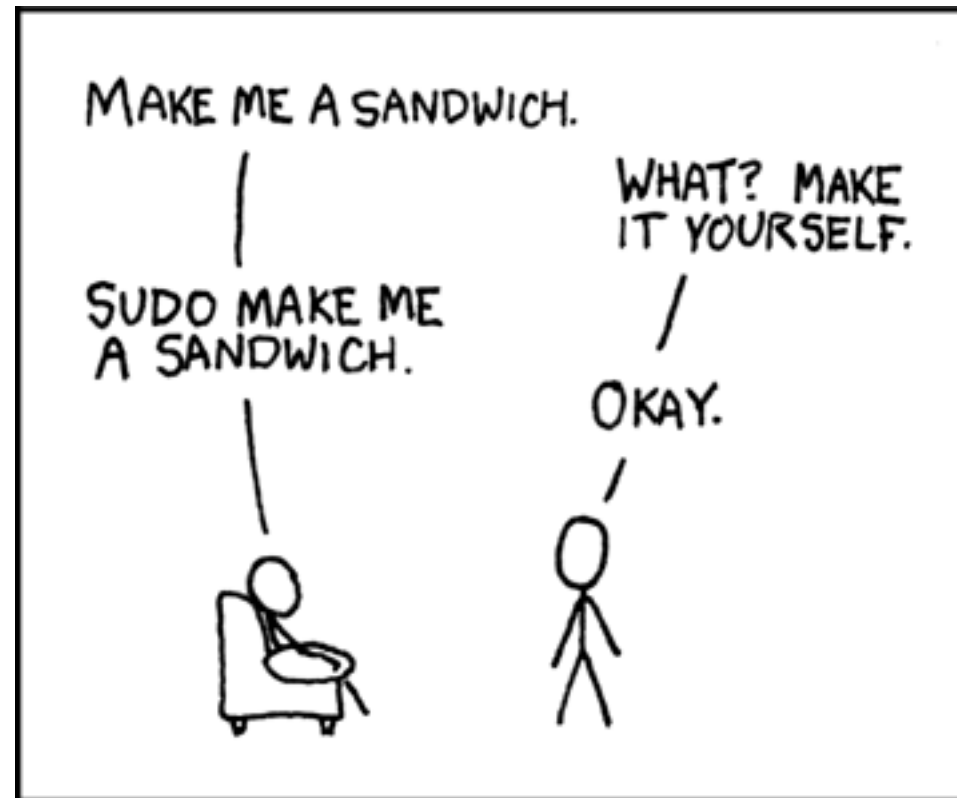


Want More People to Know About (and Find) Your Website?

It isn't this easy



<http://xkcd.com/149/>

Lawrence I. Charters, National Ocean Service
lawrence.charters@noaa.gov

October 27, 2010

Getting found: two parts

Page formatting



- Outline format
- Title tags
- Heading tags
- Body text
- Alt text
- Meta tags (sometimes)

Site structure

- Proper outline and page formatting
- Site speed
- Incoming links
- Outgoing links
- Quantity of content (more is better)

OCTOBER 2011

so our life day animals can live on forever so our future will have them on forever.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPTEMBER 2011 	NOVEMBER 2011 					1
2	3	4	5	6	7	8 Yom Kippur
9	10 Columbus Day Observed	11	12	13	14	15
16	17	18	19	20	21	22
23	24 United Nations Day	25	26	27	28	29
30	31 Halloween					



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How YOU CAN HELP:

Reduce the amount of waste or trash you produce.

But first, a few pointers about searching

Within Google --

- Search for: Lawrence Charters

• http://www.google.com/search?hl=en&source=hp&biw=1052&bih=900&q=lawrence+charters&aq=f&aql=&aql=&oq=&gs_rfai=

- Search for: "lawrence i. charters" (all lower case, in quotes)

• http://www.google.com/search?hl=en&biw=1052&bih=900&q=%22lawrence+i.+charters%22&aq=f&aql=&aql=&oq=&gs_rfai=

- Search for images "lawrence i. charters"

• http://www.google.com/images?q=%22lawrence+i.+charters%22&hl=en&source=Inms&tbs=isch:1&ei=YJ_FT07WMcWAlAew7cy2Cg&sa=X&oi=mode_link&ct=mode&ved=0CAcQ_AU&prmdo=1&biw=1052&bih=900

- Search for video "lawrence i. charters"

• http://www.google.com/search?q=%22lawrence+i.+charters%22&hl=en&prmdo=1&biw=1052&bih=900&tbs=vid:1&source=Inms&ei=g5_FTPnwMcP38Abi5qyBBQ&sa=X&oi=mode_link&ct=mode&ved=0CBoQ_AU

- Search for books "lawrence i. charters"

• http://www.google.com/search?q=%22lawrence+i.+charters%22&hl=en&prmdo=1&biw=1052&bih=900&tbs=bks:1&source=Inms&ei=LqDFTK7UAsqs8Aaa07WmBg&sa=X&oi=mode_link&ct=mode&ved=0CDYQ_AU

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Silver Spring, MD

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Show search tools

Lawrence I. Charters: Great Moments in Phenomenology

Web page of Lawrence I. Charters, Dr. Kathleen Charters, and Lykara Charters.

members.wap.org/lcharters/ - Cached - Similar

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Amazon.com: Profile for Lawrence Charters

If you'd like Lawrence Charters to be able to see more things from your profile, check the box below. Mark as Amazon Friend (What's this?) OK Cancel ...

www.amazon.com/gp/pdp/profile/A1WD13J9ZQ855I - Cached - Similar

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PBS - Harriman: Lawrence Charters

Lawrence Charters, NOAA computer specialist, helped design the Web site you are now reading. For more than two years he has been involved in the Harriman ...

www.pbs.org/harriman/current/2001.../charters.html - Cached - Similar

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Lawrence Charters | Facebook

Friends: Miranda Best, Marty Francom, Cheryl Lavoie, Gene Haddon, Brian Calvert, NOAA SOS
Lawrence Charters is on Facebook. Join Facebook to connect with Lawrence Charters and others you may know. Facebook gives people the power to share and ...

www.facebook.com/lawrence.charters - Cached

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1000 Islands - Chartered Fishing Trips on the St Lawrence River ...

Charter Trip Rates For The Fisherman: The waters of the St. Lawrence River around Clayton abound with various species of fish. Bass, Northern Pike & Perch ...

www.thousandislands.com/fishingcharters/ - Cached - Similar

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Web page of **Lawrence I. Charters**, Dr. Kathleen Charters, and Lykara Charters.

members.wap.org/lcharters/ - Cached - Similar

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electric pi: Washington Apple Pi electronic journal ☆

[F] There's Something Phishy About E-mail, by **Lawrence I. Charters** ...

www.wap.org/journal/ - Cached - Similar

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MacWorld New York: The Event ☆

Old-timers grouched that they preferred the less exotic exhibit halls used ...

www.wap.org/journal/.../macworldcrowd.html - Cached

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Power Mac G4 Cube: What's in a Name? ☆

(Photo by **Lawrence I. Charters**). The top of the Power Mac G4 Cube is very ...

www.wap.org/journal/powermaccube/powermaccube.html - Cached

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Lawrence I. Charters - Summary Bibliography ☆

Biography: Bio:**Lawrence I. Charters**; Bibliographic Comments: Author:**Lawrence I. Charters**.

Essays. Hugo and Nebula Award Trends (1979); A Reference Guide for ...

www.isfdb.org/cgi-bin/ea.cgi?Lawrence%20I.%20Charters - Cached

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cherryblossoms - Page 4 ☆

Cherry Blossom Festival 2010, Washington DC; |; **Lawrence I. Charters**; |; Washington

Monument and cherry blossoms; |; 4/1/10 8:01:20 EDT ...

www.kljcharters.com/cherry2010/index4.html - Cached

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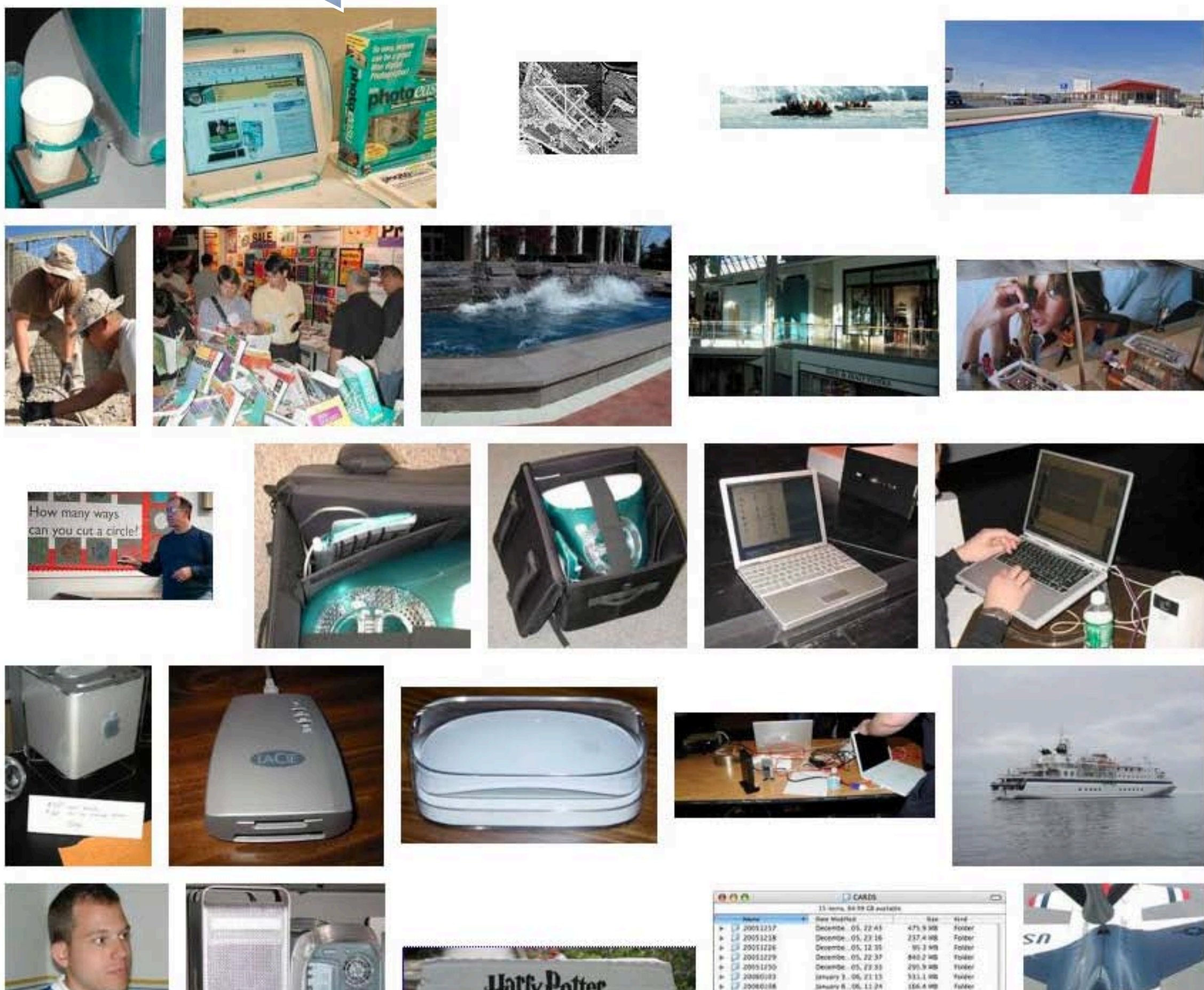
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 - Medium
 - Icon
 - Larger than...
 - Exactly...
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Any duration

Short (0-4 min.)

Medium (4-20 min.)

Long (20+ min.)

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Past 24 hours

Past week

Past month

Past year

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Sorted by date

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High quality

All videos

Closed captioned

Any source



Phenomenology meets metatagging ☆

35 sec - Aug 8, 2010 - Uploaded by lcharters

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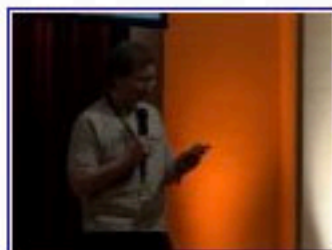


Mia Rose - Lawrence ☆

3 min - Dec 7, 2008 - Uploaded by ricellyleitte

Mia Rose, cantando Lawrence... É lindo *-* Every word I write I'm always thinking about you Every song I sing is with you're face ...

youtube.com - Related videos

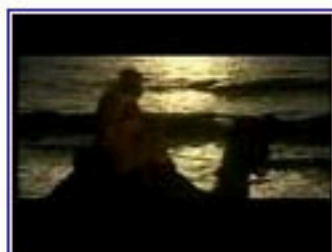


23C3 - Lawrence Lessig - On Free, and the ... ☆

76 min - Dec 30, 2006

Lawrence Lessig on the 23C3 - On Free, and the Differences between Culture and Code. ...

video.google.com - Related videos

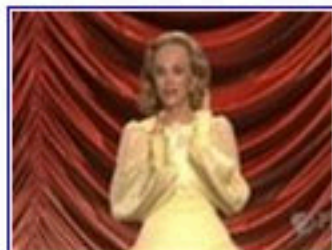


Maurice Jarre - Lawrence Of Arabia ☆

8 min - Apr 18, 2007 - Uploaded by freeasabird

Maurice Jarre conducts the Royal Philharmonic Orchestra on "Lawrence Of Arabia" - A musical tribute to Sir David Lean, 1992 ...

youtube.com - Related videos



Saturday Night Live: The Lawrence Welk Show ☆

3 min - Oct 9, 2008

This sister act is a sensation! ... Baby hands Kristin Lawrence Welk Live Night Wiig anne hathaway Saturday Baby hands Kristin ...

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20th century

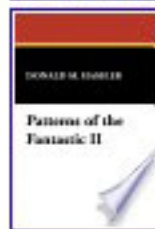
19th century

Custom range...

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Sorted by date

Patterns of the fantastic II - Page 51



Donald M. Hassler - 1985 - 90 pages - [Preview](#)

Lawrence I. Charters Binary First Contact Nearly all "first contact" stories assume the first non-human intelligence encountered will be extraterrestrial. A common interpretation involves Ancient Astronauts dropping out of the sky and ...

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InfoWorld - Jul 20, 1981 - Page 12



Vol. 3, No. 14 - 52 pages - Magazine - [Full view](#)

Huh? That is a terrible sentence, alone or (worse) in context. Minnie would never have written it. Minnie's identity, alas, remains a mystery. **Lawrence I. Charters**, Pres. KLJC Computing Bremerton, WA / am flattered by Mr. ...

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MacUser: Volume 3



1987 - Snippet view

Lawrence I. Charters FPO, SAN FRANCISCO We do indeed, and sorry to have taken so long about it! Apparently you (and all the other readers who wrote in about the diagram) weren't the only ones who couldn't find the by-now infamous Figure ...

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Xenograffiti: essays on fantastic literature - Page 182



R. Reginald - 1996 - 224 pages - [Preview](#)

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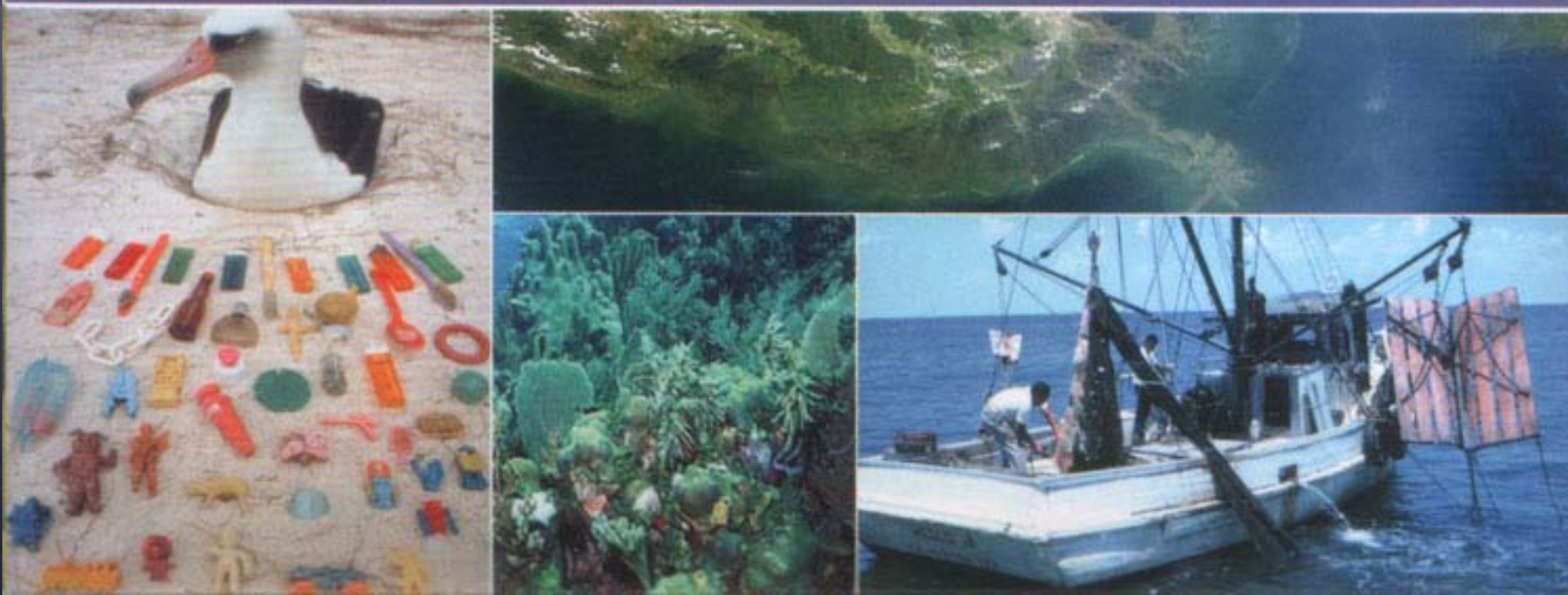
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How does Google see images? Books?

Google doesn't see images.

Google doesn't see video.

Google doesn't see maps.

Google guesses about books.

Google is blind.

What you see, what Google sees

Examples of Web pages:

- As designed
- As seen without images
- As seen structurally, as an outline

Outlines created with Firefox Web developer,
<https://addons.mozilla.org/en-US/firefox/addon/60/>

- What Google sees



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Prototype



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Articles



Time and Tides

Featured Article, July 06, 2010
 by David G. Gordon - Washington Sea Grant
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State of the Climate in 2009

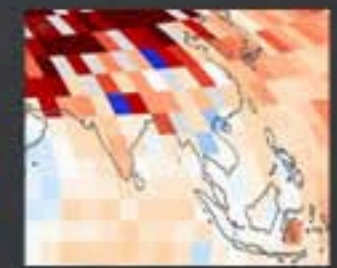
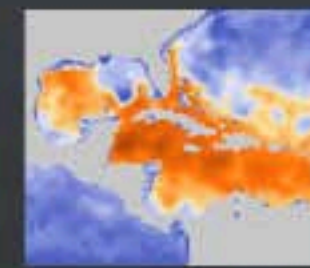
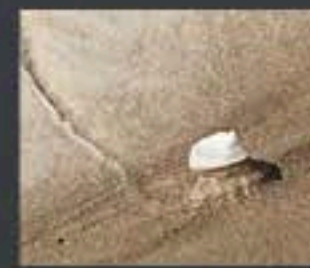
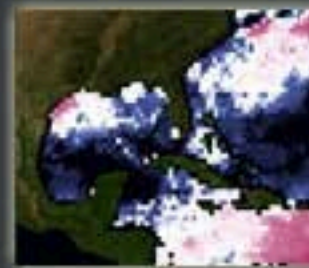


Does a Warmer World Make Hurricanes Stronger?

Images

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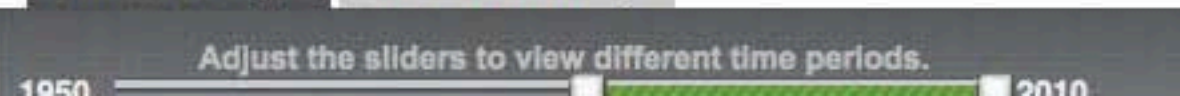


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Past Weather

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Climate Variability

Alt=

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10-21-2010

Lookup

Adjust the sliders to view different time periods.

1850

2010



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Climate Watch Magazine

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Education

<http://www.climate.gov/images/transparent.gif>

<http://s7.addthis.com/static/r07/sh25.html#>



NOAA'S STATE OF THE COAST

- HOME
- ABOUT
- COMMUNITIES
- ECONOMY
- ECOSYSTEMS
- CLIMATE

Our nation's coastal ecosystems are vital to our economy and quality of life; however, the health of these resources is in decline. Explore this site to gain a deeper appreciation of the connections among healthy coastal ecosystems, a robust U.S. economy, a safe population, and a sustainable quality of life for coastal residents... and the consequent need to better understand, manage, and protect our nation's coastal resources.

Humankind has not woven the web of life. We are but one thread within it. Whatever we do to the web, we do to ourselves. All things are bound together. All things connect.
-Chief Seattle, 1855

Explore the impact coastal areas have on the U.S. economy.

Navigation controls: back, forward, stop, play, end.

Click here to leave NOAA's State of the Coast Web site and visit:
NOAA's Deepwater Horizon Oil Spill Portal



The U.S. Population Living in Coastal Counties

Swimming at Our Nation's Beaches

U.S. Marine Protected Areas: Conserving our Nation's Marine Resources



The Coast- Our Nation's Economic Engine

Recreational Fishing- An American Pastime

Commercial Fishing- A Cultural Tradition



The Overall Health of Our Nation's Coastal Waters

Invasive Species Disrupt Coastal Ecosystems and Economies

Coral Reef Ecosystems - Critical Coastal Habitat



Vulnerability of Our Nation's Coasts to Sea Level Rise

U.S. Population in the 100-year Coastal Flood Hazard Area

Federally-Insured Assets

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Gulf of Mexico Oil Spill Trajectory Map

Alt=Gulf of Mexico Oil Spill Trajectory Map

Click here to leave NOAA's State of the Coast Web site and visit:

NOAA's Deepwater Horizon Oil Spill Portal

Alt=communities icon communities icon

The U.S. Population Living in Coastal Counties

Swimming at Our Nation's Beaches

U.S. Marine Protected Areas: Conserving our Nation's Marine Resources

Alt=economy icon economy icon

The Coast- Our Nation's Economic Engine

Recreational Fishing- An American Pastime

Commercial Fishing- A Cultural Tradition

Ports- Crucial Coastal Infrastructure

Alt=ecosystems icon ecosystems icon

The Overall Health of Our Nation's Coastal Waters

Invasive Species Disrupt Coastal Ecosystems and Economies

Coral Reef Ecosystems - Critical Coastal Habitat

Nutrient Pollution and Hypoxia - Everything is Upstream of the Coast

Alt=climate icon climate icon

Vulnerability of Our Nation's Coasts to Sea Level Rise

U.S. Population in the 100-year Coastal Flood Hazard Area

Federally-Insured Assets along the Coast



Collapse All

Expand All

<http://stateofthecoast.noaa.gov/>

[Missing Heading]

[Missing Heading]

[Missing Heading]

NOAA's Deepwater Horizon Oil Spill Portal



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All NOAA

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Local forecast by "City, St"

City, St Go

...Another Winter of Extremes in Store for U.S. as La Niña Strengthens...

The Pacific Northwest should brace for a colder and wetter than average winter, while most of the South and Southeast will be warmer and drier than average through February 2011, according to the annual Winter Outlook released today by NOAA's Climate Prediction Center. [Details...](#)

Warnings & Forecasts

Graphical Forecasts

National Maps

Radar

Water

Air Quality

Satellite

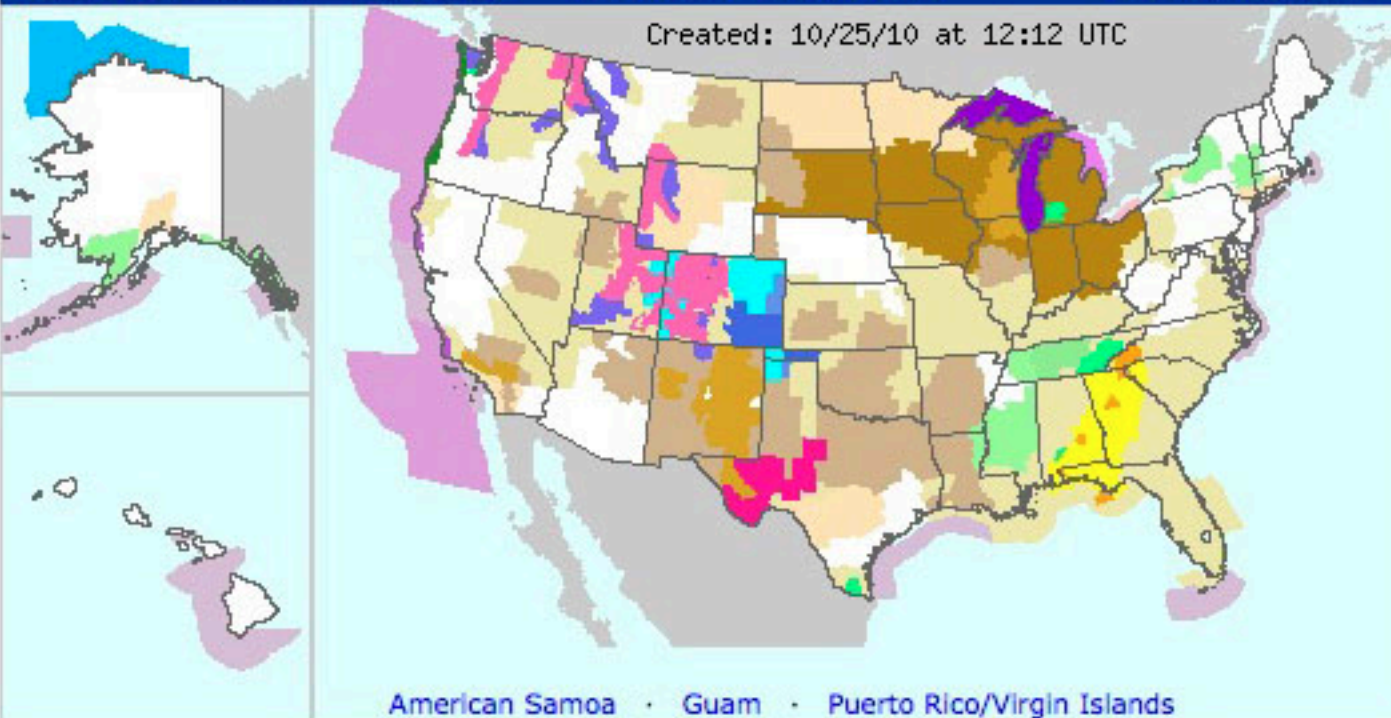
Climate

Warnings By State

Go

Click Below To Zoom In.

Click Below To Zoom In.



- | | | |
|-----------------------------|------------------------------|---------------------------|
| Severe Thunderstorm Warning | Red Flag Warning | High Wind Watch |
| Winter Storm Warning | Winter Weather Advisory | Gale Watch |
| High Wind Warning | Flood Advisory | Freeze Watch |
| Storm Warning | High Surf Advisory | Coastal Flood Statement |
| Coastal Flood Warning | Heavy Freezing Spray Warning | Special Weather Statement |
| High Surf Warning | Small Craft Advisory | Marine Weather Statement |
| Tornado Watch | Lake Wind Advisory | Hazardous Weather Outlook |
| Severe Weather Statement | Wind Advisory | Hydrologic Outlook |
| Hazardous Seas Warning | Frost Advisory | Short Term Forecast |
| Gale Warning | Coastal Flood Watch | |
| Freeze Warning | Storm Watch | |

Tropical Storm RICHARD Public Advisory Number 18A



[Click for details](#)

...RICHARD CONTINUES WEAKENING INLAND OVER NORTHERN GUATEMALA...

Location: 17.7°N 89.9°W
Max sustained: 45 mph
Moving: WNW at 9 mph
Min pressure: 1005 mb

Issued at 700 AM CDT MON OCT 25 2010



NOAAWatch.gov

[Add this widget to your page](#)

...Another Winter of Extremes in Store for U.S. as La Niña Strengthens...

The Pacific Northwest should brace for a colder and wetter than average winter, while most of the South and Southeast will be warmer and drier than average through 2011, according to the annual Winter Outlook released today by NOAA's Climate Prediction Center. [Details...](#)

- Warnings & Forecasts
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- Climate

Local forecast by "City, St"

City, St

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Past Weather
Predictions

Weather Safety

Weather Radio
Hazard Assmt...
StormReady /

Warnings By State Click Below To Zoom In. Tabs At A Glance

Alt=This image displays watches, warnings, statements and advisories issued by the National Weather Service **This image displays watches, warnings, statements and advisories issued by the National Weather Service**

American Samoa · Guam · Puerto Rico/Virgin Islands

Severe Thunderstorm Warning	Red Flag Warning	High Wind Watch
Winter Storm Warning	Winter Weather Advisory	Gale Watch
High Wind Warning	Flood Advisory	Freeze Watch
Storm Warning	High Surf Advisory	Coastal Flood Statement
Coastal Flood Warning	Heavy Freezing Spray Warning	Special Weather Statement
High Surf Warning	Small Craft Advisory	Marine Weather Statement
Tornado Watch	Lake Wind Advisory	Hazardous Weather Outlook
Severe Weather Statement	Wind Advisory	Hydrologic Outlook
Hazardous Seas Warning	Frost Advisory	Short Term Forecast
Gale Warning	Coastal Flood Watch	
Freeze Warning	Storm Watch	

[High Res](#) | [Map FAQ](#) | [Map Comments](#) | [What is UTC?](#)

Tropical Storm Public Advisory

Alt=Tropical V
Outlook [Tropical Outlook](#)
[Click for details](#)

...RICHARD CONTIN
WEAKENING INLAN
NORTHERN GUATEM
Location: 17.7°N 81
Max sustained: 45
Moving: WNW at 9
Min pressure: 1005

Issued at 700 AM C
25 2010

Alt=NOAA **NOAA** [NOAA](#)
[Add this widget to](#)

Warnings	Forecasts	Climate	Information Center	Administrative
Current	Local	Past Weather	Tsunamis	Headquarters
State/County	Graphical	Predictions	Publications	For NWS Employees
RSS/XML	Aviation	Heating/Cooling Days	Proper Siting for Weather	Mission Statement
UV Alerts	Marine	Monthly Temps	Instruments	Strategic Plan
	River/Stream	Records	Damage/Fatality/Injury Statistics	Headline Archive
Observations	Hurricanes	Long Range Forecasts	Admin maps/charts	International

[\[- Collapse All\]](#) [\[+ Expand All\]](#)

[\[- http://www.nws.noaa.gov/](#)

[\[- http://www.noaawatch.gov/widgets/wxgov.php](#)



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Web Site Analytics and Guidance

Web Analytics

Web analytics is the study of Web site utilization, by people and equipment, through analysis of server logs. NOS collects Web logs from all NOS and partner sites (see information on [log format](#)) and processes these in a uniform manner. Extensive Web site statistics are maintained for all NOS Web sites. Web analytics are run monthly, or to met ad-hoc requests, and are cumulative throughout the calendar year.

[2010 \(FY 2010\)](#) [2009 \(FY2009\)](#) [2008 \(FY2008\)](#) [2007 \(FY2007\)](#) [2006](#) [2005](#) [2004](#)

Older statistics are available in a different format:

[2002 - 2004](#) [1995-2001](#)

Seminar:

Enhancing Website Marketing & Search Engine Ranks

October 27, noon, SSMC4, Rm. 8150.

What you need to do to help people find your sites, and things you can do to promote your site so that people want to find it. Click on poster image for a full-size PDF version.

Web Site Building: Policies, Protocols

WANT MORE PEOPLE TO KNOW ABOUT (AND FIND) YOUR WEBSITE?

LOST

ENHANCING WEBSITE MARKETING & SEARCH ENGINE RANKS

A BROWN BAG FOR PEOPLE WHOSE JOB DESCRIPTION DOESN'T SPECIFICALLY MENTION COMMUNICATIONS

OCT. 27, 2010 - 12 NOON - SSMC4 RM 8150

BROUGHT TO YOU BY THE NOS COMMUNICATIONS & EDUCATION DIVISION

[Home](#)

Web Site Analytics and Guidance

Web Analytics

[2010](#)[FY2010](#)[2009](#)[FY2009](#)[2008](#)[FY2008](#)[2007](#)[FY2007](#)[2006](#)[2005](#)[2004](#)[2002-2004](#)[1995-2001](#)

Web Site Building

[Introduction](#)[Supervision](#)[Policies](#)[New Site Requests](#)[Planning](#)[Building](#)[Search](#)[Script Library](#)

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[Web search seminar](#)





[\[- Collapse All](#) [+ Expand All](#)

[\[- http://webstats.nos.noaa.gov/](#)

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WIKIPEDIA
The Free Encyclopedia


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[Contact Wikipedia](#)
[Help](#)

► [Toolbox](#)
 ► [Print/export](#)

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[Read](#) [Edit](#) [View history](#)



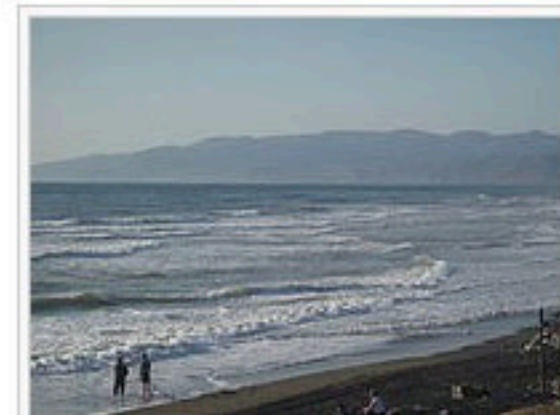
National Ocean Service

From Wikipedia, the free encyclopedia

The **National Ocean Service** (NOS), an office within the [U.S. Department of Commerce National Oceanic and Atmospheric Administration](#), is responsible for preserving and enhancing the nation's coastal resources and [ecosystems](#) along 95,000 miles (153,000 km) of shoreline bordering 3,500,000 square miles (9,100,000 km²) of coastal, [Great Lakes](#), and ocean waters. NOS works closely with many partner agencies to ensure that [ocean](#) and [coastal](#) areas are safe, healthy, and productive. National Ocean Service scientists, natural resource managers, and specialists ensure safe and efficient marine transportation, promote innovative solutions to protect coastal communities, and conserve marine and coastal places.

Contents [hide]

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- [NOS Capabilities](#)
- [NOS Organization](#)
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The shore of the Pacific Ocean in [San Francisco, California](#). 

Organization [edit]

As one of five NOAA Line Offices, NOAA's National Ocean Service (NOS) observes, studies, and manages the nation's coastal and marine resources. NOS measures and predicts coastal and ocean phenomena, protects large areas of the oceans, works to ensure safe [navigation](#), and provides tools and information to protect and restore coastal and marine resources.

NOS is a scientific and technical organization of 1,700 [scientists](#), natural resource managers, and specialists in many different fields. NOS delivers a dynamic range of nationwide coastal and Great Lakes scientific, technical, and resource management services in support of safe, healthy, and productive oceans and coasts. NOS develops partnerships to integrate expertise and efforts across all levels of government and with other interests to protect, maintain, and sustain the viability of coastal communities, economies and ecosystems.

[Article](#) [Discussion](#)[Read](#) [Edit](#) [View history](#)

Search

 Search

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Alt=

The shore of the Pacific Ocean in Alt= San Francisco, California.

Organization

[\[edit\]](#)

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[\[- http://en.wikipedia.org/wiki/National_Ocean_Service](http://en.wikipedia.org/wiki/National_Ocean_Service)

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<n2> **[edit] References**

<n2> **[edit] External links**

<n3> **[Missing Heading]**

<n4> **[Missing Heading]**

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<n5> **Namespaces**

<n5> **Variants**

<n5> **Views**

<n5> **Actions**

<n5> **Search**

<n5> **Navigation**

<n5> **Interaction**

<n5> **Toolbox**

<n5> **Print/export**

What Google (and Bing, etc.) sees

HTTP/1.1 200 OK

Date: Sun, 24 Oct 2010 22:07:45 GMT

Server: Apache

Accept-Ranges: bytes

Keep-Alive: timeout=2, max=99

Connection: Keep-Alive

Transfer-Encoding: chunked

Content-Type: text/html

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

```
<html xmlns="http://www.w3.org/1999/xhtml">
```

```
<head>
```

```
<title>KLJ Charters: Great Moments in Phenomenology</title>
```

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
```

```
<link href="kljstyle.css" rel="stylesheet" type="text/css" />
```

```
</head>
```

```
<body>
```

```
<div id="main">
```

```
<div id="header">
```

```
<link rel="alternate" type="application/rss+xml" title="K.L.J. Charters [RSS]" href="http://www.kljcharters.com/kljc.xml" />
```

```
<h1 align="left"><a href="/"></a></h1>
```

```
<h1 align="left">KLJ Charters</h1>
```

```
<h2 align="left">Great moments in phenomenology<br />
```

```
</h2>
```

```
</div>
```

```
<div id="navigation">
```

```
<p class="subhead">Home</p>
```

```
<p><a href="/">Home</a></p>
```

```
<p class="subhead">Presentations</p>
```

```
<p> <a href="/presentations.html">Presentations and presentation materials</a></p>
```

```
<p class="subhead">Photos and movies</p>
```

```
<p><a href="/photos.html">Photos and Movies</a></p>
```

```
<p class="subhead">Photo mosaics</p>
```

```
<p><a href="/mosaics.html">Photo Mosaics</a></p>
```

```
<p class="subhead">Honors and awards</p>
```

```
<p> <a href="/honors/index.html">Honors and Awards</a></p>
```

```
<p class="subhead">Widgets</p>
```

```
<p><a href="/widgets.html">Widgets</a></p>
```

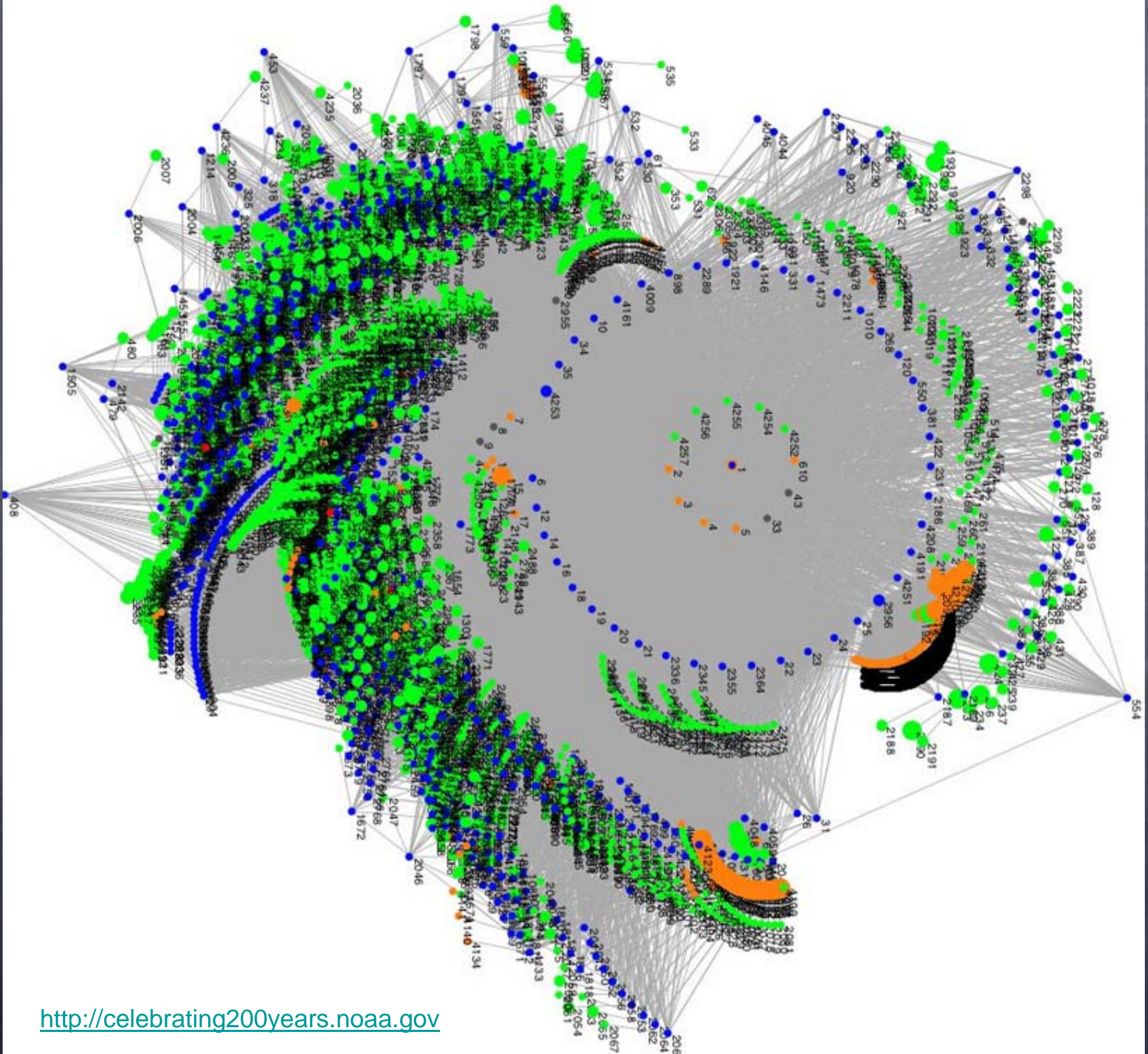
```
<p class="subhead">Publications</p>
```

```
<p>Coming soon, or eventually</p>
```

```
</div>
```



My healthvet
www.myhealth.va.gov



A magnifying glass with a wooden handle and a metal frame, positioned over the URL.

<http://oceanservice.noaa.gov/education>

TOOLS FOR TEACHERS

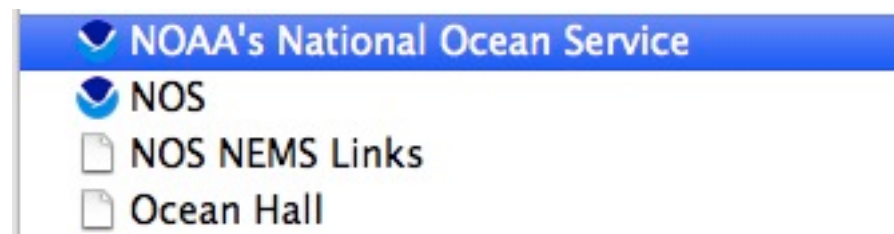
N O R T H
A T L A N T I C O

Title tag importance (cont.)

Used for browser window



Used for bookmarks



Google search results header

[NOAA's National Ocean Service](http://oceanservice.noaa.gov/) ☆

Information on environmental monitoring, coastal monitoring and assessment, water quality, biodiversity, aeronautical charting and cartography, ...

oceanservice.noaa.gov/ - Cached

[Tides and Currents](#)

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[About NOS](#)

[Marine Navigation](#)

[Coral Reefs](#)

[Publications](#)

[How deep is the ocean?](#)



where Science
Comes to
Play!



Games



Planet
Arcade



Mysteries

<http://games.noaa.gov>

Header tags/outline importance

Notice how Wikipedia nicely highlights subject? Next to title tags, heading tags are the most significant on the page.

http://en.wikipedia.org/wiki/National_Ocean_Service

National Ocean Service

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[edit] NOS Capabilities

[edit] NOS Organization

[edit] See also



National Oceanic and Atmospheric Administration's All Hazard Monitor

NOAA Watch.gov

Monitoring the following hazards and more!

Air Quality

Coral Bleaching

Droughts

Earthquakes

Fire Weather

Flooding

HABs

Hurricanes

Oil Spills

Rip Currents

Severe Weather

Space Weather

Tsunamis

Volcanoes



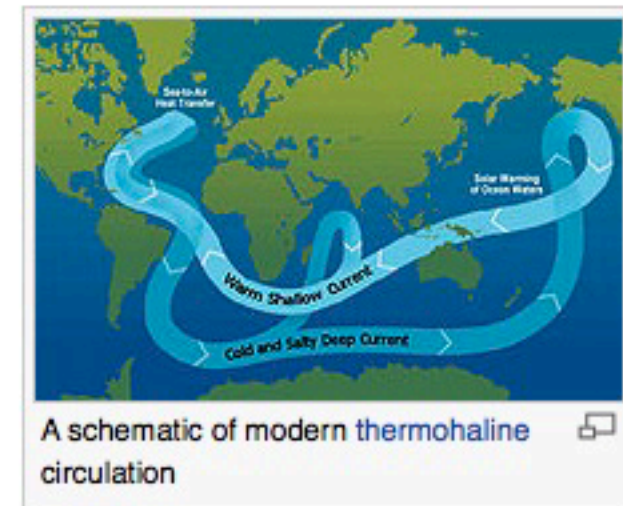
Body text: the heart of a site

Note how Wikipedia is text heavy, and everything is linked. Everything is searchable.

Ocean variability

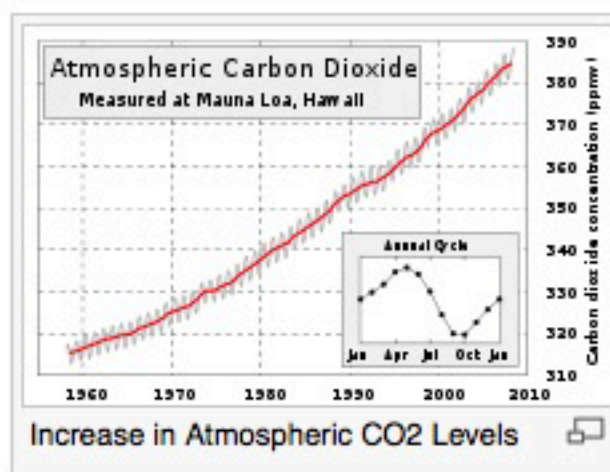
Main article: [Thermohaline circulation](#)

The ocean is a fundamental part of the climate system. Short-term fluctuations (years to a few decades) such as the [El Niño–Southern Oscillation](#), the [Pacific decadal oscillation](#), the [North Atlantic oscillation](#), and the [Arctic oscillation](#), represent climate variability rather than climate change. On longer time scales, alterations to ocean processes such as [thermohaline circulation](#) play a key role in redistributing heat by carrying out a very slow and extremely deep movement of [water](#), and the long-term redistribution of [heat](#) in the world's oceans.



Human influences

Main article: [Global warming](#)



Anthropogenic factors are human activities that change the environment. In some cases the chain of causality of human influence on the climate is direct and unambiguous (for example, the effects of irrigation on local humidity), while in other instances it is less clear. Various hypotheses for human-induced climate change have been argued for many years. Presently the [scientific consensus on climate change](#) is that human activity is very likely the cause for the rapid increase in global average temperatures over the past several decades.^[26] Consequently, the debate has largely shifted onto ways to reduce further human impact and to find ways to adapt to change that has already occurred.^[27]

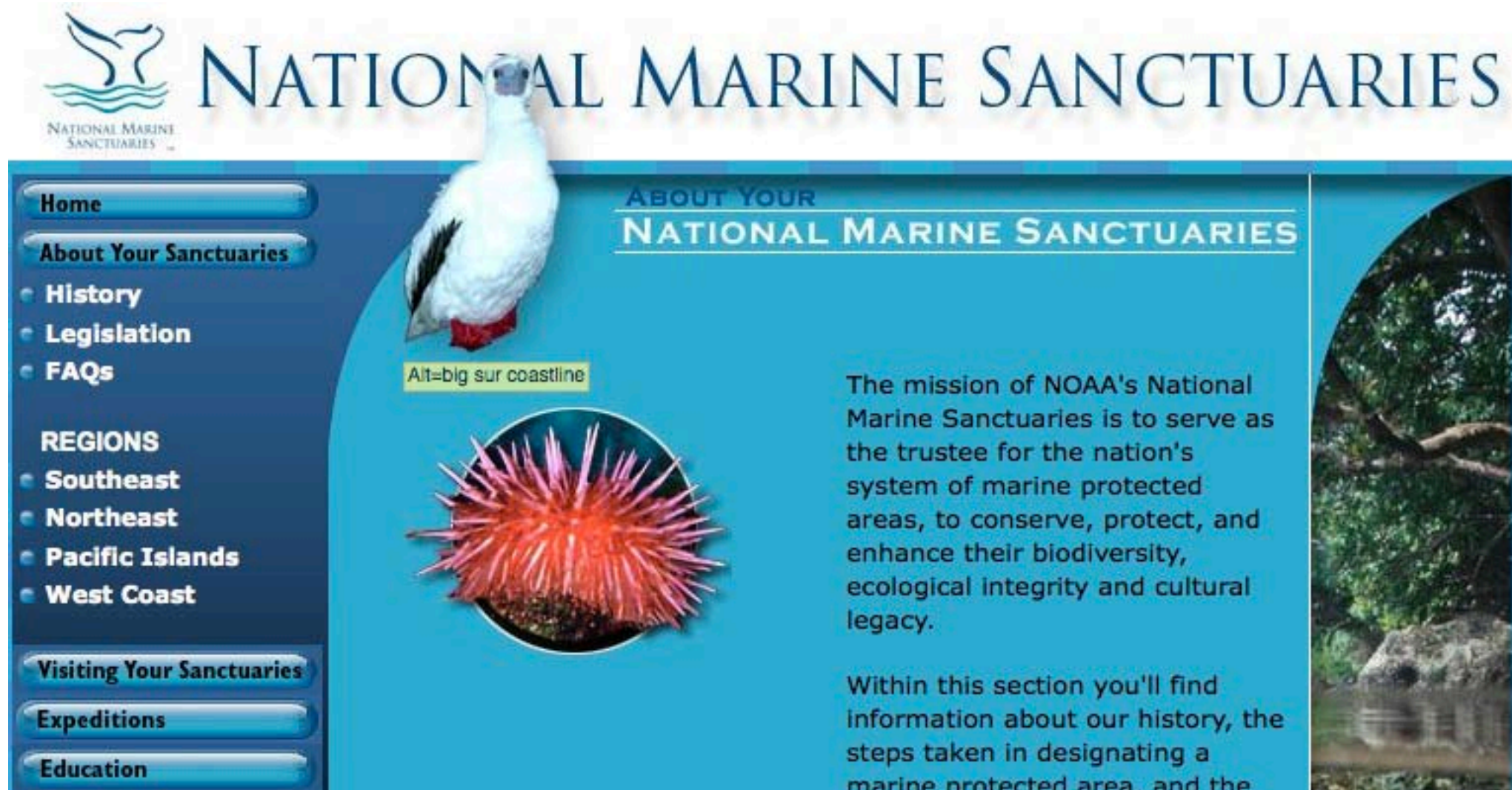
Of most concern in these anthropogenic factors is the increase in CO₂ levels due to emissions from [fossil fuel](#) combustion, followed by [aerosols](#) (particulate matter in the atmosphere) and [cement](#) manufacture. Other factors, including land use, [ozone depletion](#), animal agriculture^[28] and [deforestation](#), are also of concern in the roles they play - both separately and in conjunction with other factors - in affecting climate, [microclimate](#), and measures of climate variables.

Valarie Thorpe
ONMS Multimedia Production Manager
NOAA National Marine Sanctuaries
valarie.thorpe@noaa.gov
(301) 713-3125 x278
<http://sanctuaries.noaa.gov>

Follow Sanctuaries on Twitter - <http://www.twitter.com/sanctuaries>
YouTube - <http://www.youtube.com/sanctuaries>
Flickr - <http://www.flickr.com/photos/onms/>

Alt tags: finding things that aren't text

No alt tag for Sanctuary logo, for banner across the top, for sea urchin, etc. But the bird is called "big sur coastline"



The screenshot shows the National Marine Sanctuaries website. At the top left is the logo, which is a stylized bird over waves with the text "NATIONAL MARINE SANCTUARIES". To the right of the logo is a large banner with the text "NATIONAL MARINE SANCTUARIES" in a serif font. Below the banner is a navigation menu with buttons for "Home", "About Your Sanctuaries", "History", "Legislation", "FAQs", "Regions" (with sub-links for Southeast, Northeast, Pacific Islands, and West Coast), "Visiting Your Sanctuaries", "Expeditions", and "Education". The main content area features a large image of a white bird with a red beak and feet, standing on a rocky shore. A yellow tooltip box points to the bird with the text "Alt=big sur coastline". Below the bird is a circular image of a red sea urchin. To the right of these images is a text block that reads: "The mission of NOAA's National Marine Sanctuaries is to serve as the trustee for the nation's system of marine protected areas, to conserve, protect, and enhance their biodiversity, ecological integrity and cultural legacy. Within this section you'll find information about our history, the steps taken in designating a marine protected area, and the".

Alt tags = text alternatives

- One of the most common mistakes on NOAA sites are incomplete or inaccurate or missing alt tags.
- Example: photo of a ship labeled "ship." If someone were to go to Google and search for "noaa ship" or "noaa ship ronald h. brown" they wouldn't find it.
- Example: map labeled "map." A search for "northwest Hawaiian islands" wouldn't find it.

Meta tags: sometimes important

- Google *does not use* keyword meta tags
- Google does pay attention to "title," "description," "date created," "date reviewed"
- www.climate.gov has no title, no description, and hasn't been updated since it was published, according to metatags

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:pt="http://www.plumtree.com/xhtml1-1/plumtree.dtd">
<head>
```

```
<!-- BEGIN META TAGS (inc_meta.html) -->
<meta name="DC.title" content="" />
<meta name="DC.description" content="" />
<meta name="DC.creator" content="" />
<meta name="DC.date.created" scheme="ISO8601" content="2009-06-25" />
<meta name="DC.date.reviewed" scheme="ISO8601" content="2009-06-25" />
<meta name="DC.language" scheme="DCTERMS.RFC1766" content="EN-US" />
<meta name="keywords" content="noaa, climate, service, climate change, climate services" />
<meta name="author" content="US Department of Commerce, NOAA, National Oceanic and Atmospheric Administration" />
<meta name="description" content="" />
<meta name="language" content="EN-US" />
<!-- END META TAGS -->
```

```
<title>NOAA Climate Services</title>
```

Links! Links and more links!

- It is called the World Wide Web for a reason
- Link to internal pages. Link to external sites.
- Google has repeatedly said they use incoming and outgoing links to “page rank” pages:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>



<http://www.google.com/technology/pigeonrank.html>



facebook



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NOAA

**NATIONAL OCEANIC AND
ATMOSPHERIC ADMINISTRATION**
UNITED STATES DEPARTMENT OF COMMERCE

Plain language, lingua franca, etc.

- Google Trends: what do people search for, what do people write - <http://www.google.com/trends/>
- www.climate.gov never mentions “global warming”



Plain language versus bureaucracy

Biennial benthic bivalve biodiversity census

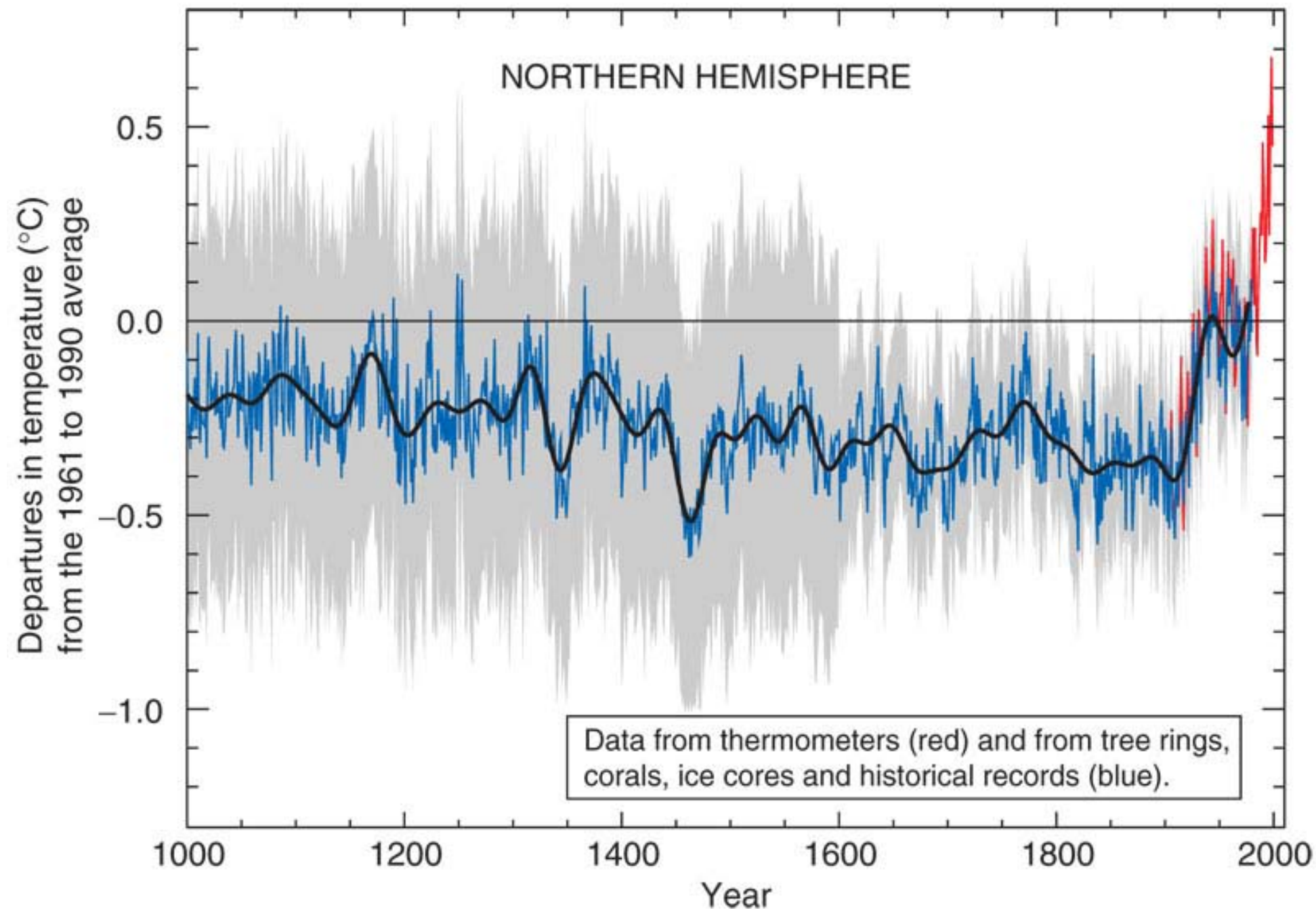
- Apparently does not include Mt. Everest
- Covers mollusks but not cuttlefish, not squids, not snails, not slugs
- Presumably involves filling out a two-page form five times more often than required in the Constitution

Shellfish count

- Lacks alliteration but probably easier to understand
- Doesn't upset anti-census mollusks

Plain language plus plain graphics

“Hockey stick graph” -- object of protest

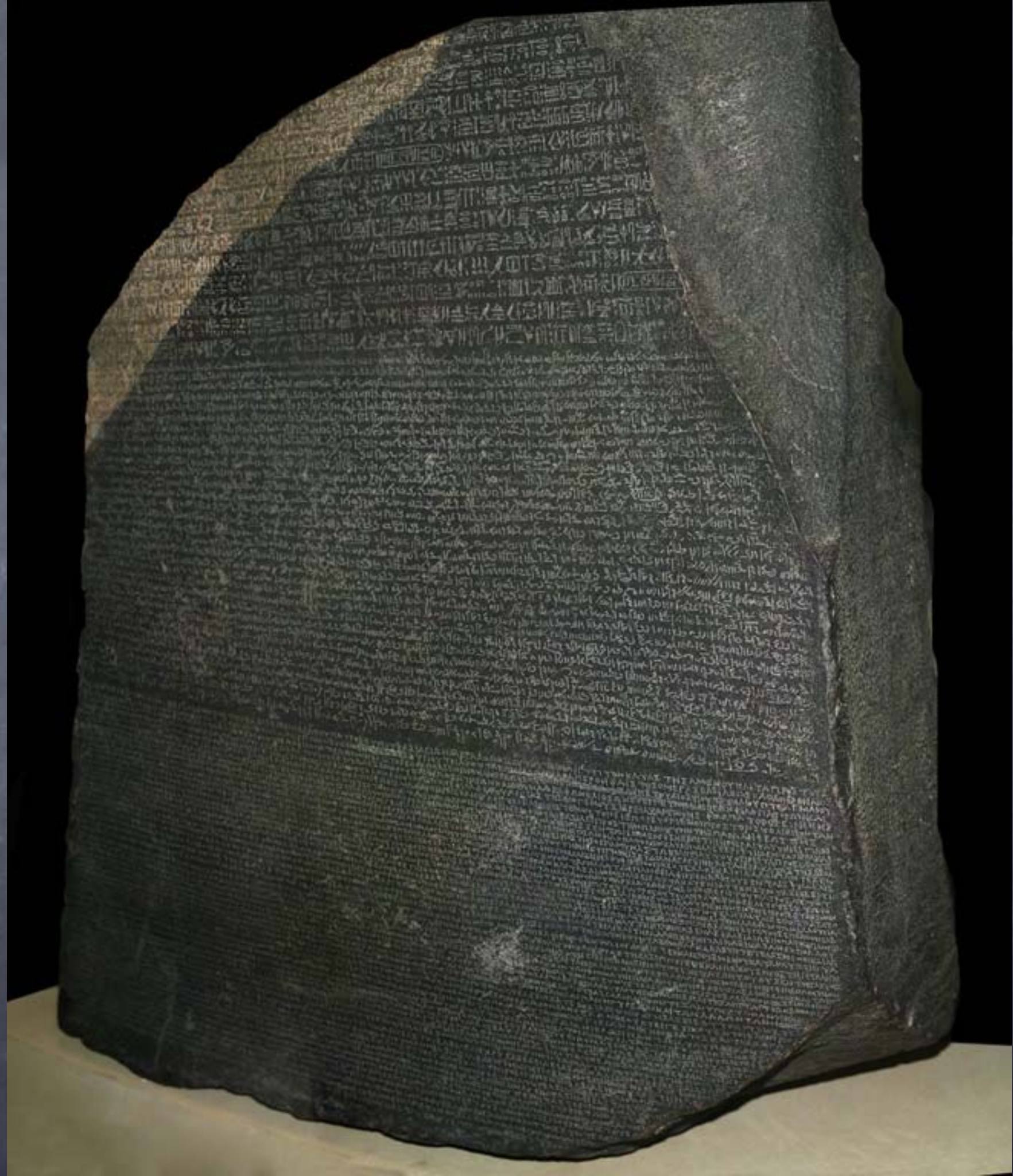


Plain language plus plain graphics (cont.)

Bold, simple alternative graph



Taxpayer funded
science
should not require
a Rosetta
Stone to be
understood



Final topic: structure

- Government Web sites are created by bureaucracies
- But the Web sites should not be structured bureaucratically.
- Public doesn't know or care how we are organized.
- Public doesn't want to guess at where data is hidden.
- Data should be logically "clumped" thematically.
- Sites should be structured so that a staff reorganization does not "break" the site.
- Sites must be treated as a government record: reliable, permanent, authoritative, complete.

Final topic: structure

- **Bad idea for structure:**

- Science-related documents

- <http://xxx.noaa.gov/docs/themes/>

- Business-related documents

- <http://xxx.noaa.gov/docs/orgs/>

- Project-related documents (uploaded via the Projects application)

- <http://xxx.noaa.gov/docs/projects/>

- Publication-related documents (uploaded via the Publications application)

- <http://xxx.noaa.gov/docs/publications/>

- News-related documents (uploaded via the News application)

- <http://xxx.noaa.gov/docs/news/>

- Media files (videos, podcasts)

- <http://xxx.noaa.gov/media/>

- Such a structure has no theme at all, beyond “make the visitor run around to find things.”

- The visitor, alas, won't.

Looking for more?

Check out the NOS Communications Toolkit:

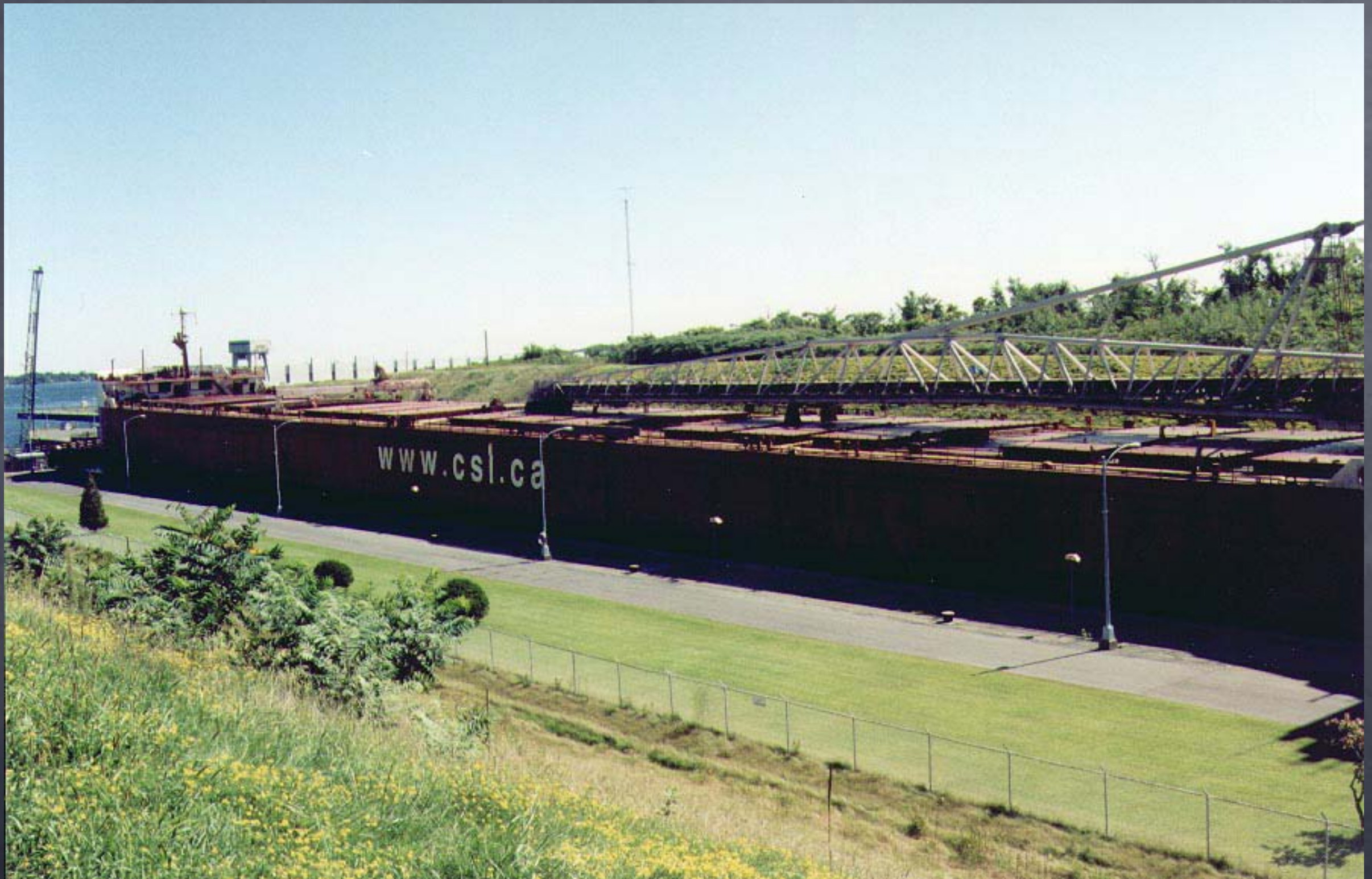
<https://inside.nos.noaa.gov/commstoolkit/>

Information on NOS, NOAA and DOC Web policies, practices, protocols:

<http://webstats.nos.noaa.gov/>

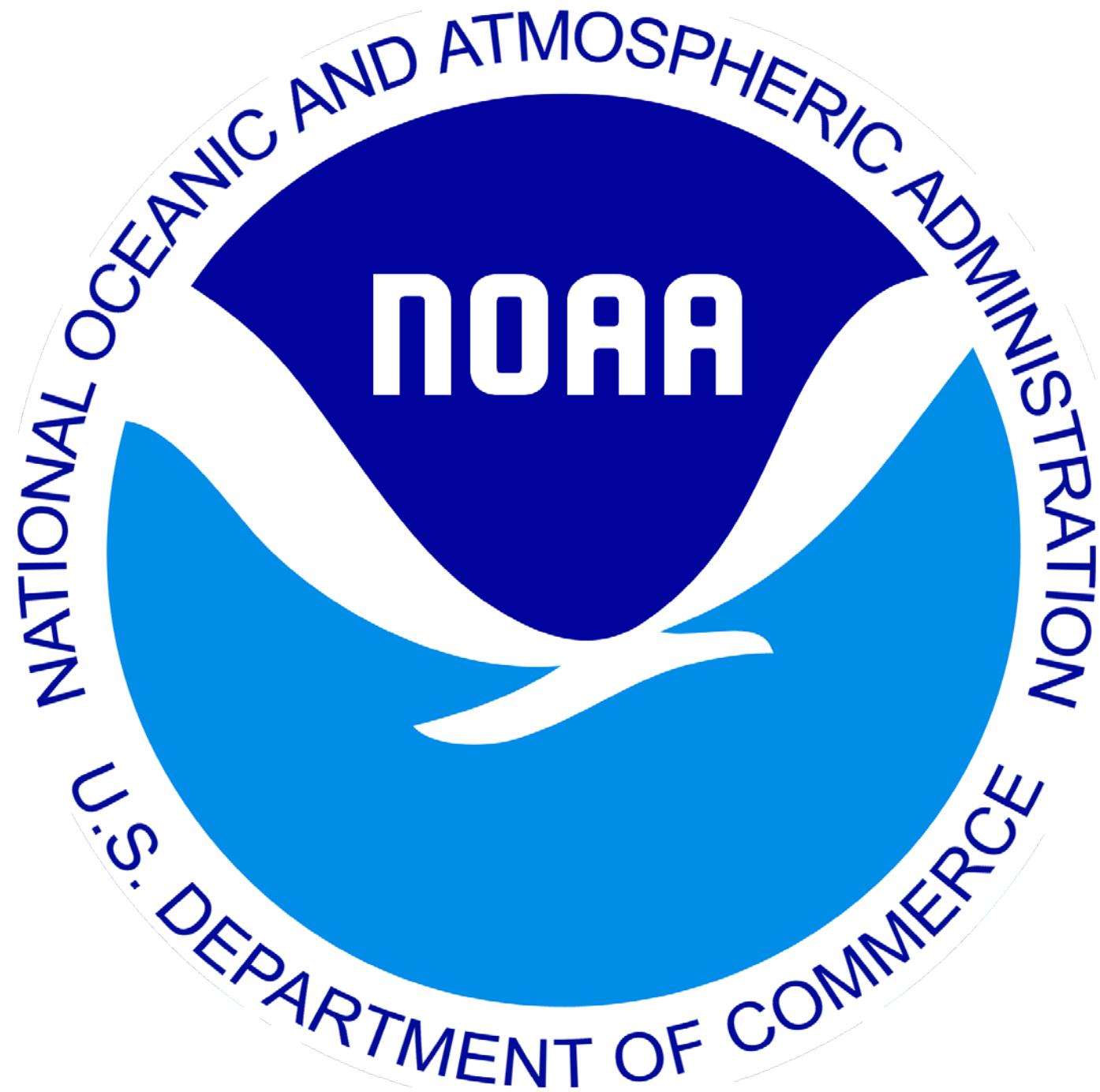
http://www.cio.noaa.gov/Policy_Programs/webpolicies.html

http://www.osec.doc.gov/webresources/doc_web_policies_best_practices.htm



Bulk freighter, St. Lawrence Seaway, 1999

Questions?



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