

A case study on Ananzi: search engine exclusion policies and its implications on e-commerce websites

F.N. Mbikiwa

M. Weideman

Introduction

- There is an estimated 1.3 billion web sites on the web.
- Over 1 million new web sites are being added annually.
- Search engines provide access to this overwhelming complex resources
- Search index web site and retrieve the most appropriate web site.
- Web site designers go to greater lengths to ensure that their web sites receive top ranking
- They sometimes adopt questionable optimization techniques.

Research Problem

- Search engine optimization (seo) practices of often adopted to assist websites achieve top rankings
- No clear standards for assessing what are good seo practices

Proposed Methodology

- List questionable practices
- Inspect and summarize Ananzi's policies
- Set up interviews with Ananzi employees
- Design and submit test websites to Ananzi for indexing
- Monitor the web sites to see if they will be included in the index

Expected Results

- A report on SEO optimization practices that should be avoided.
- A framework to use in order to optimize web sites for top ranking.
- The contradictions concerning which SEO are good and which ones are bad could be cleared upon completion of this project

Possible Conclusions

Some of the test web sites will be indexed regardless of what Ananzi's claims, confirming that search engines do not adhere to their own policies

References

- ANANZI, 2005. *Add your site to Ananzi*. http://www.Ananzi.co.za/site_submit.php.
- SEKHAR, C. 2002. *Internet Marketing and Search Engine Positioning*, Southern/Star Publishing, Nashville, TE.
- SULLIVAN, D. 2002. *Intro to Search Engine Optimization*. http://www.searchenginewatch.com/webmasters/print.php/34751_2167921.
- ZHANG, I., & DIMITROFF, A. 2003. *The impact of webpage content characteristics on webpage visibility in search engines (part i)*. <http://jis.sagepub.com/cgi/content/refs/30/4/310>.

