

# Displaying Search Results from DT Scan

[editor@dtscan.com](mailto:editor@dtscan.com)

The majority of Search Engines display rubbish on their second line. I have been trying out different ways to display information for the Search Results for DT Scan to minimise this problem.

## 1<sup>st</sup> Display Line

The first line displays text inside `<title>..... </title>` found at the top of any page. On the few occasions when the Title is empty, it displays the File Name.

## 2<sup>nd</sup> Display Line

It is generally recognised that most Search Engines ignore any text inside "Meta Tags" Descriptions or Key Words. However, DT Scan displays all text inside "Meta – Description" in the second line up to 1040 characters.

If there is no Meta – Description, DT Scan displays the first 1040 characters of Text inside the `<body>... </body>`.

Originally my own site [www.techitoutuk.com](http://www.techitoutuk.com) displayed all the navigation details on the second line. As I am using XHTML + CSS, I easily solved the problem by moving all the navigation details down to the bottom of the page.

The browser reads everything from top to bottom. You might not want to display text that comes immediately after `<body>` You can use a property of in-line Style Sheets. Insert the following immediately after `<body>`.

```
<div style="display:none" >Your text here</div>
```

The "Text" will be displayed in the second line of the Search Engine but not on the screen.

If you use less than 1040 characters it will add any following text in the `<body>` until it reaches 1040.

Hiding Text using "display:none" has some interesting uses for searching. Type "Keyword12" in [www.dtscan.com/search.html](http://www.dtscan.com/search.html) It finds only one item "Design Process". You will see that "Keyword12" is deliberately positioned after "Definition of Design Technology" It is not displayed on the screen.

So it would be possible to search for individual pages if coded text was inserted in the page. Not very user friendly.

A more practical use would be to add hidden Key Words after Hyperlinks. Most sites with a list of website links give only its name with little or no description that can be picked up by the search engine. It takes only one line to add a searchable description hidden from displaying.

Key Word "lever8" has been added under a web link To find its page type in "lever8" in [www.dtscan.com/search.html](http://www.dtscan.com/search.html).

Web links on my own site have been given a description of the link using searchable key words.

<http://www.techitoutuk.com/tio8/knowledge/mechanisms.html>

The stats available from the search engine tell me what words/phrases people are using to search. CAD/CAM has been searched 5 different ways, and there are other examples. This is not unexpected, but it still makes searching haphazard. See one months log of search terms

[www.dtscan.com/searchterms.doc](http://www.dtscan.com/searchterms.doc) (open in browser?)

I am developing another use for "display:none". This is to insert pre-defined "Key Words" into text that can be picked up by Selecting Key Words from a list. It is still in development. [www.dtscan.com/keywords.html](http://www.dtscan.com/keywords.html)

The classification of data for Design Technology came about very early on when I started designing my first website [www.technologyteachers-uk.com](http://www.technologyteachers-uk.com). The basic concept was a storage and retrieval system creating in effect a series of expandable pigeon holes. Trawling through Text Books etc allowed me to set up 30 primary headings. I expanded the Electronics section as I had to write half an Electronics course at one school (no resources).

Like all good Designers I always see what others have done and nick (modify) their ideas. In this case. I'm on my own. I have tried to get approval from NGfL. It passed all the rigorous technical test only to fail because it has no content. Well blow me down. Search engines have no content, do they?