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Subject: Re: U++ PR or findability, if yes - how?  
Posted by [mirek](#) on Tue, 07 Mar 2006 07:07:56 GMT  
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fudadmin wrote on Mon, 06 March 2006 23:57 from <http://www.findability.info/>

Quote: In the 21st Century, successful business will be focused on findability, about creating an online and offline presence that helps your customers find you.

Business and marketing used to be characterized by efforts to brand your company and get in front of your customers, but that's not what's propelling the hot new companies, the entrepreneurs who are already striking it rich in this new world.

If you google "GUI programming", what you get in the first page - mostly Python, Qt...

if you google "C++ GUI programming", what you get - mostly Qt...

and in the 8'th place - wxWidgets...

if you google "GUI toolkits", try your self...

(btw, the results can be different every few moments)

But not the [upp.sourceforge...](#)

And it's not because they are established for longer. But, IMHO, those sites are using what is needed for the search engines more cleverly.

Titles and H1 tags are the most important. E.g. (I copied...)

<title>Trolltech - Cross-platform C++ GUI Development, and Embedded Linux Solutions</title>

<H1>wxWidgets cross-platform portable GUI programming with C++</H1>

<title> Fast Light Toolkit (FLTK)</title>

btw, fltk is not shown in the first page if search is "gui toolkits"

But upp uses none of <H1> tags ... At least not for the main page. And

<TITLE>Ultimate++</TITLE>

Conclusion: "Findability" or "passive PR" can't be a neglected part of "populiarisation".

So I suggest:

1. Make a prioritised list of 2 and 3 keyword combinations and/or rename/add page titles reflecting these combinations and achieve that those pages whould show somewhere near main competitors.
2. Make reasonable use of H tags, too.

Even more important that H1 tags is "keywords" meta-description - and that is "complete" for U++.

BTW, google: "C++ GUI Toolkit" returns two references of U++ on the first page - only toolkits that are before us are Qt, wxWidgets and FLTK.

So I guess it is not that bad after all (and our PR/SEO advisor made a good job).

Just a sidenote: U++ really is not just about GUI. I am reluctant to lock us in that by putting "GUI toolkit" to the frontpage..

Mirek

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