

Search Interface	142
<i>Tip: Don't Try to Be a Search Engine</i>	143
<i>Search Box Tip: Go Wide</i>	148
Query Length and Search Box Width	148
Advanced Search	150
Target Practice	151
Search Engine Results Pages	151
<i>Tip: SERP Dating Conventions</i>	152
<i>Tip: Help Bad Spellers</i>	154
Best Bets	154
<i>Four Ways to Build Best Bets</i>	155
<i>Maintaining Best Bets</i>	156
Sorting the SERP	157
No Results Found	159
One Result Found	159
Search Engine Optimization	160
<i>Black-Hat SEO Tricks</i>	161
<i>Naming Names</i>	163
<i>Tip: The Beauty of Using Text-Only Ads</i>	164
<i>Tip: Tracking the Value of Search Ads</i>	165
<i>The Top Linguistic SEO Guideline</i>	165
Linguistic SEO	165
<i>Tip: Keyword Overuse Backfires</i>	166
<i>Tip: Think Phrases, Not Keywords</i>	167
Architectural SEO	167
<i>How Search Engines Determine a Site's Reputation</i>	169
Reputation SEO	169
6 Navigation and Information Architecture	171
Am I There Yet?	172
<i>Recommended Reading About IA</i>	173
Match the Site Structure to User Expectations	173
<i>Intranet IA</i>	174
Navigation: Be Consistent	178
<i>Kids Like Minesweeping</i>	184
Navigation: Beware the Coolness Factor	184
<i>Don't Be Duped by Duplicates</i>	189
Reduce Clutter and Avoid Redundancy	189
Links and Label Names: Be Specific	192
Vertical Dropdown Menus: Short Is Sweet	202
Multilevel Menus: Less Is More	202
Can I Click on It?	205
<i>Affordances</i>	206
Direct Access from the Homepage	210
<i>More Information</i>	211