

ACSBDC Website

Online Help: Fixing Broken Links

Version 1.2
Last Revised: September 2, 2011

Business Topics Help Content

Customer Analysis Page

<http://acsbdc.org/business-topics/customer-analysis>

NOTE: This Web page should be reviewed and then added as a subtopic under Marketing in the Business Topics Help content.

Customer Analysis Template

"How to Identify a Target Market and Prepare A Customer Profile" {ESmallOffice.com}

Page no longer exists.

http://www.esmalloffice.com/sbr_template.cfm?docnumber=pl12_2000.htm

POTENTIAL ALTERNATIVE?:

Know Your Customers: Customer Profiles

http://www.esmalloffice.com/SBR_template.cfm?DocNumber=PL24_0600.htm

I deleted the discussion of a Customer Analysis Template and placed the “Know Your Customers: Customer Profiles” reference into the Customer Analysis References section at the bottom of the page.

Technology Topics Help Content

Options for Building & Hosting a Website Page

<http://acsbdc.org/technology-topics/website-hosting>

Article Overview Topic

Page links in the content point to the old “Business Topics” URL and need to be switched to “Technology Topics” URL:

- * **Large Website Hosting Companies/ISPs**
- * **Local Website Hosting Companies/ISPs**
- * **Website Templates**
- * **Professional Website Design**

The links to the above pages were replaced with the current URL containing “technology-topics” instead of “business-topics.”

Information Resources: Website Design, Build and Hosting Topic

A couple of the links to the SBA Website point to nonexistent pages!

SBA’s Glossary of Internet Terms

Instead of the Glossary of Internet Terms, the link is defaulting to the Managing a Business page.

http://www.sba.gov/smallbusinessplanner/manage/technology/serv_glossofinternet.html

A search of the SBA Website for “Glossary of Internet Terms” turned up no reasonably equivalent resource for an Internet Terms Glossary. Consequently, the best short-term solution was determined to be removing this resource from the list of resources.

SBA’s eCommerce FAQs

Instead of the SBA’s eCommerce FAQs page it is defaulting to the Managing a Business page.

http://www.sba.gov/smallbusinessplanner/manage/technology/SERV_ECOMFAQS.html

A search of the SBA Website for “eCommerce FAQs” turned up no reasonably equivalent resource for eCommerce FAQs. Consequently, the best short-term solution was determined to be removing this resource from the list of resources.

Introduction to Search Engine Optimization Page

<http://acsbdc.org/technology-topics/seo>

SEO Topics on the ACSBDC Website Topic

Page links in the content point to the old “Business Topics” URL and need to be switched to “Technology Topics” URL:

- * **Techniques for Optimizing Websites**
- * **Keyword Density SEO**
- * **"Free" Website Optimization Tools**
- * **Google Webmaster Tools**

The links to the above pages were replaced with the current URL containing “technology-topics” instead of “business-topics.”

Webmaster Guidelines for Search Engines Topic

Bing: Guidelines for Successful Indexing

Currently forwards to the Windows Live Sign-up/Sign-in Page.

http://help.live.com/Help.aspx?market=en-US&project=WL_Webmasters&query=WL_WEBMASTERS_REF_GuidelinesforSuccessfulIndexing.htm

A search of the live.com Website for “Guidelines for Successful Indexing” turned up no resources. A generic Google search for the term “Bing Guidelines for Successful Indexing” turned up a resource on microsoft.com that looked reasonably equivalent:

<http://onlinehelp.microsoft.com/en-us/bing/hh204434.aspx>

Other Search Engine Optimization References Topic

SBDC Net -- Social Media & Internet Marketing Guide

Redirects to a 404 error page.

<http://sbdnet.org/social-media-internet-marketing.php>

The SBDC Net page URLs have been changed, the new page link is:

<http://sbdnet.org/index.php/social-media-a-internet-marketing.html>

Techniques for Optimizing Websites Page

<http://acsbdc.org/technology-topics/optimize-websites>

List of Search Engine Optimization Tactics Topic

Keyword Density SEO

This page link in the content points to the old “Business Topics” URL and needs to be switched to the “Technology Topics” URL.

<http://acsbdc.org/business-topics/keyword-seo>

The link to the above page was replaced with the current URL containing “technology-topics” instead of “business-topics.”

Website Optimization & Analytics Tools Page

<http://acsbdc.org/technology-topics/optimization-tools>

Bing Webmaster Center Tools Topic

Authenticate Your Website (Bing)

Currently forwards to the Windows Live Sign-up/Sign-in Page.

http://help.live.com/Help.aspx?market=en-US&project=WL_Webmasters&querytype=topic&query=WL_WEBMASTERS_CONC_VerifyYourSite.htm

A search of the live.com Website for “Authenticate Your Website” turned up no resources. A generic Google search for the term “bing verify website ownership” turned up a resource on microsoft.com that looked reasonably equivalent:

<http://onlinehelp.microsoft.com/en-us/bing/gg132915.aspx>

Google Webmaster Tools Page

<http://acsbdc.org/technology-topics/google-web-tools>

Sample Spreadsheet for the ACSBDC Website (Keywords Data File)

Keywords+TopSearchQueries_acsbdc20101020.xls

The file attachment was not showing on the Drupal Edit Page tab. Consequently, I added a file to this page containing a “-“ instead of a “+” in the filename, since Drupal apparently no longer allows file names that contain the character “+”.

Introduction to Keyword Advertising Page

<http://acsbdc.org/technology-topics/keyword-advertising>

Keyword Advertising References Topic

Social Media & Internet Marketing Guide (SBDCNet -- SBDC National Information Clearinghouse)

Redirects to a 404 error page.

<http://sbdnet.org/social-media-internet-marketing.php>

The SBDC Net page URLs have been changed, the new page link is:

<http://sbdnet.org/index.php/social-media-a-internet-marketing.html>