



# The Chemical Consultant

Association of Consulting Chemists and Chemical Engineers, Inc.

Scientific, Engineering, Business & Management Consultants

Volume 32-4

October—December 2020

## FUTURE MEETINGS

All members are invited to attend.

**January 12, 2021**  
Council GTM Meeting—7 pm

**February 9, 2021**  
Council GTM Meeting-

**February 11, 2021**  
Presentation  
**Mitchell Zimmer**  
*"What I've learned since organic chemistry"*

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The Association of Consulting Chemists & Chemical Engineers (ACC&CE) is a network of senior-level consultants with a broad range of functional expertise and many years of experience in the chemical and allied industries.

The purposes of the organization are:

To offer prospective clients a “clearing house” which they can use to find the most qualified consultants, whatever their particular problem may be.

To furnish support to its members as they conduct their consulting practices.

This newsletter is intended to support those purposes as well as to educate prospective new members and prospective client organizations about ACC&CE, and how we can be most helpful to them.

The ACC&CE has an interactive website – <https://chemconsult.org> that allows prospective clients either to input their problem or to search for those consultants most skilled in their area of concern.

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## IN THIS ISSUE

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### A SPECIAL WISH TO ALL OUR MEMBERS AND FRIENDS FOR A STAY SAFE AND HEALTHY HOLIDAY SEASON

This newsletter begins with a letter from our new President, Richard Goodman. It appears on page 2.

On page 4 is an article by our webmaster Charlie Leonard on the subject of Basic Search Engine Optimization. It is recommended that all members read this article as it has suggestions for improving the internet visibility of our scope sheets.

On page 5, there is a letter from your Editor.

I will be starting to move the Editor's job to Koki, and I will be requesting comments and articles from our members to either of us..

Please address all comments to: [jvpil@jvporcelli.com](mailto:jvpil@jvporcelli.com) or [koki.msa@gmail.com](mailto:koki.msa@gmail.com)

# LETTER FROM THE PRESIDENT

## **Richard M. Goodman, (Certificate #747), President of ACC&CE**

I would like to take this opportunity to wish a Happy New Year to all the members of ACC&CE (and their families) and offer my hopes for a much better 2021 for all. ACC&CE is in particularly good shape thanks to many key initiatives and ongoing programs being shepherded by talented members of ACC&CE. I draw your attention to the excellent start to our program year, the great zoom talk by Joe Pilaro on November 17, attended by 14 people. Our VP and program chair, Al Sagarese promises another great talk for February and throughout the rest of the year. In a similar energetic way, Marvin DeTar has started a study how we can improve our presence on LinkedIn to stimulate more inquiries of ACC&CE consultants and an increase in our membership. Be sure to check the minutes of the December 8 board meeting on the website for the details. David Manuta, former President and Councilor has brought an important issue to the foreground.

Our new constitution states, "A Member in the Association shall be as follows: A consultant engaged in providing chemical and/or chemical engineering services, either as an individual, partner, executive, or in a position of responsibility for consulting services rendered by a consulting organization and whose principal professional income is derived from Consulting activities." This suggests that a person working for a large chemical consulting firm could be a member of ACC&CE. As long as the member actually does consulting services for the firm as his principal source of income and would pay dues he should be allowed to join. However, issues concerning multiple members joining from the same organization, whether they would all have voting privileges and what effect if many such members would join and form a significant voting bloc could they change the nature of ACC&CE. Please contact David, Charlie or John (subcommittee on this topic) for your views on this important issue.

Finally, I want to give a strong shout out to Joe Porcelli for continuing to edit this Newsletter, to Dick Schauer to continue chairing the membership committee, Charlie Leonard for his continued upgrading of our website and GTM arrangements, Koki Doshi for her conscientious attention to the Secretary's duties and her recent assistance to Joe on the Newsletter, and Steve Duerr for his careful attention to the duties of Treasurer. And I salute the membership for continuing to support ACC&CE despite the challenges of the pandemic.



Dr. David M. Manuta, FAIC, President  
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# Basic Search Engine Optimization

## Charlie Leonard (Certificate # 946)

Many of us have our own websites, and all of us want to be found on the first search page! Google has 70% of the searches, so we optimize for Google – but their algorithms are a closely guarded and evolving secret – we know that content and links are the most important factors.

Google strives to reward good content. Content should be targeted to keyword phrases, unique and relevant. Better to optimize a page built around one phrase. 60% of Keyword searches include 2 or 3 words; they should appear in page content (at least twice in first paragraph, 4 times in content). Don't use too many keywords; keyword stuffing is considered spam and is penalized. Google ignores html meta keywords and ranks based on keywords in other sections. Keywords should be separated by commas, use no other punctuation and the same word/phrase should not be repeated often.

Your title tag should be written like this: **Primary Keyword – Secondary Keyword | Brand Name**

The meta description tag should be 25-30 words, 150-160 characters, avoid duplicates. Meta descriptions should use keywords wisely, but more importantly they should include a compelling description that a user would want to click on.

Links are important too, as Google ranks pages for importance (0-10). Links from reputable websites help your website, and broken and bad links hurt. Links from reputable organizations help: Links from ACS.org (8) and AIChE.org (6) help Chemconsult.org (4), which in turn helps our members. I've added links to member websites to Chemconsult.org as I'm aware of them. We all benefit by sharing links, and we have some control over that by creating worthwhile social media links such as LinkedIn.

Check your PageRank here: <https://checkpagerank.net>

Check for bad links here: <https://validator.w3.org/checklink>

Websites should also be up-to-date, thus including the latest security fixes and speed optimizations.

Charlie Leonard

<https://cleonard.net>

# LETTER FROM THE EDITOR

## **Dr. Joseph V. Porcelli (Certificate #906)**

I just read what I wrote in the last Newsletter Editor's letter, and the one before that. The top news continues to be the pandemic. As of this writing, almost every state in the US is breaking records for daily new cases, deaths and hospitalizations. There continues to be some push back on state and local government officials regarding mask wearing, social distancing, gathering in large groups. Of course, this time of year, with Thanksgiving shortly over and the various religious holidays to come, it is that much more difficult to avoid family gatherings.

There are the first vaccinations taking place and this may begin to reduce the case load eventually, but we are still facing many months before "normality"

Once again, I want to wish that all our members and readers continue to follow the practices recommended by the CDC and other medical experts and to stay home if possible and to stay safe! I also wish that the majority of the population would recognize the value of the advice being offered by respected medical personnel and institutions. Let's hope that by the next newsletter, this wish will not be necessary.

ACC&CE is continued to function well during the pandemic, thanks to the wonders of the internet, especially Go To Meeting (GTM).

The Association has had its annual election for officers and council, and I'm pleased to say that we have had a smooth transfer of responsibilities. We had our first GTM Council meeting in December, chaired by President Richard Goodman and we have the next one planned for January 12, 2021.

Our new Vice-President Al Sagarese has started his other role as Program Chair with a presentation in November by Joe Pilaro on his experiences in Saudi Arabia. Another presentation will take place in February.

Starting with this Newsletter, I will be sharing the editing effort with our Secretary, Koki Doshi. I hope to turn this responsibility over to her during 2021. Please communicate with me or with Koki with your suggestions of topics for discussion.

Joe Porcelli, Editor

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This newsletter issues three times and for special situations, four times a year, and advertising is sold on an annual basis, with ads appearing in each issue. Advertising is open to all members, and nonmember ads will be considered on a case-by-case basis. The price list for advertising is as follows:

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