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Assignment Group 03

# Assignment 3 - SEO

# Introduction

We created a minisite containing information about different sports (copied from the intro paragraph from wikipedia). The process of copying informations from another site is generally bad practice, since Google in general do not want to show the same content twice. This would probably have led to a penalty on our site favoring Wikipedia.

Link to page: <https://isbigroup3.wordpress.com/>

We choose to optimize the following page:

Football: <https://isbigroup3.wordpress.com/football/>

Search phrase: "Team sport", for football it indexes at #4.

Sök efter:  
team sport

Hjälp

Menade du tournaments eller sports?

Sök dokument av alla typer

webbsidor

Sök dokument ändrade när som helst

Senaste veckan

Senaste månaden

Senaste året

Sök dokument på alla språk

Endast på:

alla språk

Resultat: 8 träffar på team och sport inom hela webbplatsen

Sortera efter: Relevans Datum

1. Ice Hockey ISBIGroup3

Ice Hockey - Ice hockey is a contact **team sport** played on ice, usually in a rink, in which two **teams** of skaters use their sticks to shoot a vulcanized rubber puck into their opponents net to score points. The **sport** is known to be fast-paced and physical, with **teams** usually.

Beskrivning: Ice hockey is a contact **team sport** played on ice, usually in a rink, in which two **teams** of skaters use their sticks to shoot a vulcanized rubber puck into their opponent's net to score points. The **sport** is known to be fast-paced and physical, with **teams** usually consisting of six players each: one goaltender, and five players who skate up and down the ice trying to take the puck and score.

<https://isbigroup3.wordpress.com/ice-hockey/> · 2019-12-04

2. Handball ISBIGroup3

Handball - Handball (also known as **team** handball, European handball or Olympic handball) is a **team sport** in which two **teams** of seven players each (six outfield players and a goalkeeper) pass a ball using their hands with the aim of throwing it into the goal of the ...

Beskrivning: Handball (also known as **team** handball, European handball or Olympic handball) is a **team sport** in which two **teams** of seven players each (six outfield players and a goalkeeper) pass a ball using their hands with the aim of throwing it into the goal of the other **team**. A standard match consists of two periods of 30 minutes, and the **team** that scores.

<https://isbigroup3.wordpress.com/handball/> · 2019-12-04

3. Basketball ISBIGroup3

Basketball - Basketball is a **team sport** in which two **teams**, most commonly of five players each, opposing one another on a rectangular court, compete with the primary objective of shooting a basketball (approximately 9.4 inches (24 cm) in diameter) through ...

Beskrivning: Basketball is a **team sport** in which two **teams**, most commonly of five players each, opposing one another on a rectangular court, compete with the primary objective of shooting a basketball (approximately 9.4 inches (24 cm) in diameter) through the defender's hoop (a basket 18 inches (46 cm) in diameter mounted 10 feet (3.048 m) high to a backboard at each end of the court) while preventing the ...

<https://isbigroup3.wordpress.com/basketball/> · 2019-12-04

4. Football ISBIGroup3

Football - Football is a family of **team sports** that involve, to varying degrees, kicking a ball to score a goal. Unqualified, the word football normally means the form of football that is the most popular where the word is used. **Sports** commonly called ...

Beskrivning: Football is a family of **team sports** that involve, to varying degrees, kicking a ball to score a goal. Unqualified, the word football normally means the form of football that is the most popular where the word is used. **Sports** commonly called football include association football (known as soccer in some countries), gridiron football (specifically American football or Canadian football), Australian rules football, rugby football (either rugby league or rugby union), and Gaelic football. These various ...

<https://isbigroup3.wordpress.com/football/> · 2019-12-04

5. ISBIGroup3

**Sports:** **Sport** includes all forms of competitive physical activity or games which, through casual or organised participation, at least in part aim to use, maintain or improve physical ability and skills while providing enjoyment to participants, and in some ...

Beskrivning: **Sport** includes all forms of competitive physical activity or games which, through casual or organised participation, at least in part aim to use, maintain or improve physical ability and skills while providing enjoyment to participants, and in some cases, entertainment for spectators. Hundreds of **sports** exist, from those between single contestants, through to those with hundreds of simultaneous participants, either in **teams** or competing as individuals. In ...

<https://isbigroup3.wordpress.com/> · 2019-12-04

6. Tennis ISBIGroup3

Tennis - Tennis is a racket **sport** that can be played individually against a single opponent (singles) or between two **teams** of two players each (doubles). Each player uses a tennis racket that is strung with cord to strike a hollow rubber ball

## Text optimization:

- Changed URL so that “team sport” was included in the filepath.  
<https://isbigroup3.wordpress.com/football> to  
<https://isbigroup3.wordpress.com/football-team-sport/>
- Changed header from “Football” to “Team sport: Football”
- Added an Alt text on image at Football with description “team sport football”
- Wanted to change <Title> to “Team Sport” but this was disallowed by wordpress (might be a workaround using plugins). The title remained “Team sport: Football - ISBIGroup3”.

## Link optimization:

The following optimization was done to boost the pagerank of the chosen page, so that when it gets reindexed it scores a better rank.

Added outgoing link:

- from Hockey -> Football
- from Handball -> Football
- from Basketball -> Football
- from Football -> Wikipedia
- from Football -> Tandfonline

Added keywords to the link texts for:

- Hockey
- Handball
- Basketball

# Results:

Sök efter:  
team sport

Hjälp

Hitta!

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websidor

Sök dokument ändrade när som helst

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Sortera efter: Relevans Datum

Menade du sports?

1. **Team Sports: Football ISBIGroup3**

Team Sports: Football - Football is a family of **team sports** that involve, to varying degrees, kicking a ball to score a goal. Unqualified, the word football normally means the form of football that is the most popular where the word is used. **Sports** commonly ...  
Beskrivning: Football is a family of **team sports** that involve, to varying degrees, kicking a ball to score a goal. Unqualified, the word football normally means the form of football that is the most popular where the word is used. **Sports** commonly called football include association football (known as soccer in some countries); gridiron football (specifically American football or Canadian football); Australian rules football; rugby football (either rugby league or rugby union); and Gaelic football. These various ...  
<https://isbigroup3.wordpress.com/football-team-sports/> - 2019-12-07

2. **Ice Hockey ISBIGroup3**

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<https://isbigroup3.wordpress.com/ice-hockey/> - 2019-12-07

3. **Basketball ISBIGroup3**

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<https://isbigroup3.wordpress.com/basketball/> - 2019-12-07

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<https://isbigroup3.wordpress.com/handball/> - 2019-12-07

The football page went from #4 to #1 after the optimizations. We did not change anything within the body, hence, it seems like the url and header has a lot of impact on the rankings.

To increase the ranking of the page we choose, different methods were applied in order to maximize the ranking. One such method was the linking from a set of pages to our page and then to link from this page to other bigger sites, which allowed an increase in pagerank compared to the other pages on our mini site. Furthermore the keywords were added to the clickable link texts of the other pages, which gives a short insight into what the page is about.

Another method used was to add matching keywords, both to the header and the url of the page, allowing both visitors and web crawlers to know what the page is about. This made it so that when a web crawler sees these keywords, the indexing will be higher in the search result for the given search query. Lastly as a side note; we are unsure of how much individually the text- and link optimization helped boost the page indexing.