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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.



Text optimization:

- Changed URL so that "team sport" was included in the filepath. <u>https://isbigroup3.wordpress.com/football</u> 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.

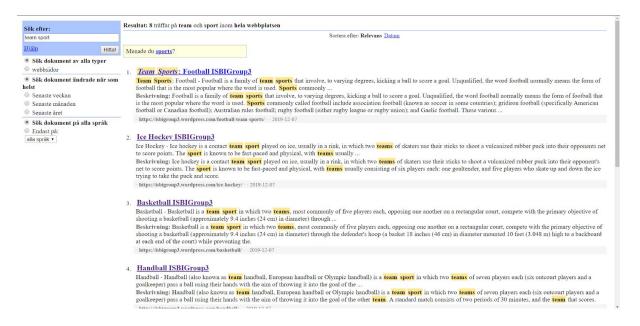
Added outgoing link:

- 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:



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.