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**Individual assignment 5-SEO case study report**

The goal of this assignment is to do an SEO analysis on a real-world website. Read the Beginner’s guide to SEO. <https://moz.com/beginners-guide-to-seo>

Then check the Wishbone canine rescue website <http://www.wishbonecaninerescue.org/>

What SEO guidelines does the website violate? Please list at least 10 different ways to improve the SEO for the website. For example, images on websites do not have alt attributes. Alt attributes need to be added to images. Adding alt attributes to 10 images will be considered as one way.



You can use the guidelines and the free SEO tools we discussed on in class, e.g., <https://www.rankwatch.com/tools/web-analyzer.html/> to find out the violations.

Please finish and submit your report by 10/12.

SOLUTION.

1. What SEO guidelines does the website violate?
2. Mobile friendly and friendly URL is violated.
3. Crawling and indexing guideline are violated.
4. Clean URL guidelines for external links for nofollow directive is violated.
5. Ip canonicalization process of ensuring that the domain name and IP address resolve to the same URL is violated.
6. Use of alt tags for images optimization guideline is violated for 18 images.
7. Optimize text to HTML ratio guideline is violated.
8. Please list at least 10 different ways to improve the SEO
9. Adding description tags such as <dl> to global attributes and adding meta tags to the <head> section with unique description with size between 155 or less characters will provide information to all sorts of clients, adding `<meta name="viewport">` not only optimizes the app for mobile screen sizes, but also prevents a 300-millisecond delay to user input. This will help improve the SEO.
10. The text and HTML ratio is 2.26%. Improving the visibility text ratio as opposed to the HTML elements, image tags, and other non-visibility information to anywhere from 25 to 70 percent will improve the SEO.
11. Adding favicon and typically displaying it in the address bar of a browser accessing the site making sure the favicon is consistent with the brand will improve the SEO. E.g:

<!DOCTYPE html>  
<html>  
<head>  
  <title>My Page Title</title>  
  <link rel="icon" type="image/x-icon" href="/images/favicon.ico">  
</head>  
<body>  
<h1>This is a Heading</h1>  
<p>This is a paragraph.</p>

1. Adding printing style sheet (Print CSS) will help to make the webpage print well. This will improve the SEO. Eg. <link rel="stylesheet" href="css/printStyle.css"/>
2. Adding Spellcheck feature to detect grammatical or spelling mistakes in the text fields will improve the SEO. E.g: <input type="text" spellcheck="value">
3. Reducing the number of external links on the page to 10 will improve the SEO.
4. Checking the markup validity of Web documents in HTML, XHTML, SMIL, MathML, etc. will improve the SEO.
5. Avoiding frames whenever possible and using a NoFrame tags if they must be used will improve the SEO.
6. A total of 19 Images were found, with 18 of them not having alt attributes. Adding alt attributes to the 18 images will improve the SEO.
7. Links are not crawlable. Make links crawlable to improve the SEO.
8. Have a friendly URL to make the web address easy to read. This will improve the SEO.