

Homework 8

Due Monday by 6:15pm **Points** 100 **Submitting** a file upload
Available Nov 6 at 12am - Nov 20 at 6:15pm 15 days

Due in 2 weeks (November 20th)

Add SEO to your project:

- This is SEO, not SEM homework – you're expected to attempt to have your website show up on the first 2 pages of Google search results using an anonymous browser using the keywords you optimized your website/page for. You won't be required to pay for any AdWords keywords or campaigns at this point.
- You should optimize 1 page (e.g. home page or a product detail page) for SEO
- You should try and get your NATURAL search keywords (e.g. "cat website for dogs") result in your site/page showing up on the first 2 pages of Google Search results (tip: pick your keywords smartly) to get the credit

You should submit

1. your SEO keywords (e.g. "cat website for dogs")

2. Your website URL (e.g. www.mycatwebsite.com ↗ (<http://www.mycatwebsite.com/>))

- You CAN (and should) write some copy utilizing multiple keywords of your choice.
- You CAN (and should) create an XML sitemap for your website and submit it to Google via Google Webmaster Tools (<https://www.google.com/webmasters/tools/sitemap-list>)
- You CANNOT use your **full** domain name (e.g. "mycatwebsite" for www.mycatwebsite.com ↗ (<http://www.mycatwebsite.com/>)) but it's okay to use parts of it (e.g. "cat website etiquette for dogs". It's also okay to use sub-domains or sub-domain names.
- Can refer to many online sources for add'l reference, e.g. lecture notes, Scott's additional materials, <http://static.googleusercontent.com/media/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf> ↗ (<http://static.googleusercontent.com/media/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf>), etc)
- Tip: before testing make sure to clear your browser cookies/history to avoid skewed results.
- Tip: submitting XML sitemap speeds up your site's re-indexing, so is using the google webmaster tools
- Tip: page names can help you tremendously – like www.mycatwebsite.com/products/cat-website-etiquette-for-dogs.html

Additional reading & great references:

- Read the Ultimate Guide to A/B testing: <http://www.smashingmagazine.com/2010/06/24/the-ultimate-guide-to-a-b-testing/>
- Read 37signals A/B testing case study: <http://37signals.com/svn/posts/1525-writing-decisions-headline-tests-on-the-highrise-signup-page>

- Read Google Website Optimizer case study by Tim Ferris (4 hour workweek author):
<http://www.fourhourworkweek.com/blog/2009/08/12/google-website-optimizer-case-study/>
- Read <http://dmix.ca/2010/05/how-we-increased-our-conversion-rate-by-72/>