



MIS3690 WEB TECHNOLOGIES

BABSON COLLEGE
TOIM DIVISION



SEO (SEARCH ENGINE OPTIMIZATION)



SEO DISCUSSION:

- Share which search engines you use regularly, explaining your experiences with each. Do you use certain search engines to find particular types of content?
- How often do you conduct searches on a mobile device and how do you use those results?
- Explain the difference between organic listings and paid listings. What do you think the benefits or drawbacks are to each? Which has led to more traffic and conversion on your website?

EXERCISE

- Search engines determine the authority of a web page or a domain by evaluating the links pointing to it. What factors do you personally consider when evaluating the authority and credibility of a website—or even a search engine listing (paid or organic)?

EXERCISE

- Investigate which web pages and domains link to your website. Using Google, type “link: yourdomain.com” in the search box, replacing “yourdomain.com” with your domain.
- Note: searching with or without a space after the colon gives you slightly different results. Using Yahoo!, type “linkdomain: yourdomain.com” in the search box, replacing “yourdomain.com” with your domain, making sure to leave a space after the colon.

DISCUSSION

- Consider the keywords you most frequently search for and discuss which websites you most often see in the top ten results. What characteristics do those websites share? Do different search engines display different results for the same keyword?

EXERCISE

- Identify a keyword and write it in the header of a document. Under that keyword create two columns, writing the name of a different search engine at the top of each column. Search for your keyword with each search engine, listing the top ten web addresses displayed by each one.
- Are the results similar or different?
- How do the results change your perception of each search engine?

KEYWORD PLANNER

- Write down 10 keywords relevant to your organization, using the Google Keyword Planner at <https://adwords.google.com/KeywordPlanner> to analyze each keyword.
- Next to each keyword write down
 - a.) how competitive the word is,
 - b.) the number of global monthly searches for that keyword
 - and c.) the number of local monthly searches.

CONTENT OPTIMIZATION: HOW YOU VIEW YOUR PAGE

- Share three websites you regularly visit and indicate what you feel are the strengths and weaknesses of each, noting how “user friendly” you feel they are. Are there common characteristics “good” websites share that you can apply to your own efforts?

DISCUSSION

- Consider the three scenarios below and discuss how you'd provide clarity and quality to each of the audience groups that are visiting the “Explore California” website for information:
 - a.) a resident of California planning a one-day backpacking trip near her home;
 - b.) a father in Massachusetts planning a two-week vacation in California for a family of four;
 - c.) an international visitor from Japan interested in cycling across the state.

EXERCISE

- Search one keyword using a search engine of your choice, and then identify the website that appears first in the organic listing and the website that appears 20th in the organic listing.
- Create two columns on a sheet of paper, adding these URLs at the top of each one. In each column list as many characteristics about each website as you can easily identify.

CONTENT OPTIMIZATION: TECHNICAL SEO

- What are some tools and/or strategies you have used or considered using to ensure your code is clean and your website's pages are optimized?

EXERCISE

- Ensure your code is compliant with web standards by using the free online code validator provided by the World Wide Web Consortium (W3C) at <http://validator.w3.org> , making note of any errors or inconsistencies that are revealed. For mobile content, use <http://validator.w3.org/mobile/> .
- Search engines often discover new content by reading a website's XML sitemap (a specially formatting listing of a the site's pages). For this exercise, take a moment to learn more about the specific syntax and how to create XML sitemaps by visiting <http://www.sitemaps.org> .
- The robots.txt file allows you to control how search engines crawl through and index your website. For this exercise, take a moment to learn more about creating robots.txt rules by visiting <http://www.robotstxt.org> .

EXERCISE

- Does your organization have a plan in place to manage your online reputation?
 - If so, explain what it is and share your thoughts about it, describing any experiences with it.
 - If your organization does not have a policy, what are some issues you want it to address?
- Defining and understanding your target audience is the first step to writing content for them.
 - Example: <http://www.alexam.com/siteinfo/babson.edu>