FWDP 1000 – Day 10

Course: Web Development 1

Instructor: Jonathon Leathers

Morning Review

Is there anything from our previous classes you would like to review?

Any code that doesn't make sense?

Any concepts you want clarified?

Anything that you aren't sure when to use X instead of Y?

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CSS Organization

How many CSS files does your Country Website have?

CSS Files – Example #1

- normalize.css   Load on all HTML pages
- styles.css

CSS Organization

If we wanted to split this styles.css into separate CSS files for the HTML pages…

…how many CSS files will we have?

CSS Files – Example #2

- normalize.css ← Load on all HTML pages
- base.css
- home.css ← Load on home.html
- culture.css ← Load on culture.html
- nature.css ← Load on nature.html

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Don't Repeat Yourself

Either option is okay but the goal is to have DRY code.

D.R.Y. = Don't Repeat Yourself

If you have separate CSS files for each page, no code should be repeated between those files.

Agenda

- SEO…

  - Basics

  - Best Practices

  - Markup

  - Management

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SEO Basics

SEO

SEO is short for Search Engine Optimization.

The basic goal of SEO is to get your webpages ranking higher than other webpages in search engine result pages, or SERPs.

https://moz.com/beginners-guide-to-seo

Crawlers & Algorithms

Search engines work by sending bots, also called spiders or crawlers, throughout the web to read content and click links.

All of that data is indexed on their servers.

When someone uses the search engine, the algorithms decide what to display based on search terms used.

https://moz.com/beginners-guide-to-seo/how-search-engines-operate

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How do search engines work?

yoast SEO academy

https://www.youtube.com/watch?v=Lg8tmurU1_k

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SEO Best Practices

Mozlow's Hierarchy of SEO Needs

Improves competitiveness

Snippet/
schema markup
to stand out in SERPs

Title, URL, & description
to draw high CTR
in the rankings

Share-worthy content
that earns links, citations, and amplification

Great user experience
including a fast load speed, ease of use,
and compelling UI on any device

Keyword optimized
to attract searchers & engines

Compelling content
that answers the searcher's query

Crawl accessibility
so engines can reach and index your content

Improves competitiveness

Essential to rankings

https://moz.com/beginners-guide-to-seo

Content Drives SEO

The best way to rank high in search results is to have the content people want.

Design your website and content for users, not search engines.

With that in mind, there are still techniques and tools to help you rank higher.

Proper Markup

Use proper semantic markup so search engines can better understand your content.

Developers at Google and Bing regularly confirm that proper semantic HTML gives an advantage over sites that don't use semantic HTML.

Explain Visual Content

Search engine crawlers cannot see images and video, or listen to audio and video the same way humans can.

Provide explanations of that content in the form of alt attributes on images or transcripts for audio and video elements.

Notice the overlap with accessibility best practices.

Internal Links

Search engines work because of links and they understand how content is related because of links… so provide links.

Every webpage on your site should link to multiple other webpages on your site and not just from the top navigation.

Look at how many internal links are on this page:
https://yoast.com/internal-linking-for-seo-why-and-how/

Internal Links: Country Website

Open your Country Website in the browser.

- Does your homepage have links to the other pages of your website outside of the header?

- Is there text on your pages that could be linked to other pages on your website?

If you have only header links, considering adding more links to make the site realistic, even if using lorem ipsum text.

HTTPS

HTTPS is a ranking factor in search results. All else equal, a secure site will rank higher than an insecure site.

Have an SSL/TLS certificate and force all of your sites to only be accessible via **https://** and not **http://**

An added bonus… https is faster than http.

Performance

Like people, search engines prefer websites that load quickly. Make your file sizes as small as possible by writing less code, loading fewer files, optimizing images, etc.

https://www.siteground.com/blog/how-website-speed-affects-seo-rankings/

Note: We will discuss performance optimization during the Capstone Project later in the program.

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User Experience

Google has begun using **Core Web Vitals** as a ranking factor. The three main aspects are: **loading**, **interactivity**, **visual stability**.

Dive into the weeds here: https://web.dev/vitals/

TL;DR… the faster your site loads, the better.

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SEO Markup

Title Tag

In addition to showing in your browser tabs, the **`<title>`** element in your **`<head>`** element is displayed in search results.

`<title>Example Title</title>`

https://moz.com/learn/seo/title-tag

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Meta Description Tag

To suggest the text that search engines should display in results, provide a meta description tag for each webpage…

```
<meta name="description" content="This is an example of a meta description.">
```

https://moz.com/learn/seo/meta-description

Title & Meta Description

Title →

Meta description →

```
<title>Checkfront and Wordpress | weCreate Digital Agency - Vancouver</title>
<meta name="description" content="We use our expertise as Checkfront web designers and developers to build Checkfront websites and booking systems to meet our clients' needs.">
```

checkfront web designers   ✕   🎤   🔍

https://wecreate.ca › Expertise ▾

Title →

Checkfront and Wordpress | weCreate Digital Agency ...

Meta description* →

We use our expertise as **Checkfront web designers** and developers to build Checkfront websites and booking systems to meet our clients' needs.

* Search engines decide what to display depending on what is searched. It will not always be your meta description.

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Title & Meta Description Tool

Titles do not have a length restriction but meta descriptions only display up to 160 characters.

You can use a tool like this to test your title and meta description display:

https://mrs.digital/tools/meta-length-checker/

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Prevent Search Indexing

If you have a webpage that you want to **not** show in search results, add the following code to the `<head>` element…

```
<meta name="robots" content="noindex">
```

https://developers.google.com/search/docs/advanced/crawling/block-indexing

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Schema Markup

Schema markup is used to provide search engines **structured data** for SERPs to display more details about a webpage.

The schema markup used depends on the content of the webpage… an article, a book, a recipe, etc.

https://developers.google.com/search/docs/guides/intro-structured-data

https://moz.com/learn/seo/schema-structured-data

Schema Data – Example

On a webpage about a recipe, additional schema data can be provided.

This additional data can be displayed on SERPs.

Creating Schema Markup

When working with Content Management Systems, this can be partially automated for you. To write schema yourself…

Use an online tool to start…

https://www.google.com/webmasters/markup-helper/u/0/

Or follow the examples provided by Google…

https://developers.google.com/search/docs/guides/search-gallery

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Open Graph

Open Graph was created by Facebook to get basic data from a webpage and display it in Facebook feeds.

The Open Graph protocol is used by other social media sites as well.

https://ogp.me/

https://developer.twitter.com/en/docs/twitter-for-websites/cards/guides/getting-started

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Open Graph with Facebook

Providing data in `<meta>` tags allows Facebook to display that data in its preferred format of a card for sharing.

Click this link to see an example…

https://developers.facebook.com/docs/sharing/webmasters/

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Sharing without Open Graph

Webpages can still be shared on social media platforms even if they lack Open Graph data.

In that case, the social media site will grab content and images as best it can.

You can hyper-optimize for social media platforms too…
https://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic

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SEO Management

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SEO Management

Handling SEO on an ongoing basis is not the job of a web developer.

This is done by site owners, content creators, and SEO experts.
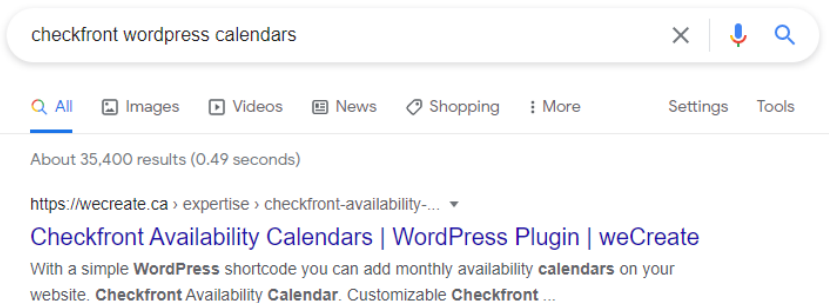
Keywords or Keyphrases

A huge part of SEO is doing research **before** creating content.

SEO research involves finding keywords or keyphrases that people search and creating content they want to consume with those keywords or keyphrases.

Keyphrase Example

If you search for… **checkfront wordpress calendars**

You will likely see the following as a result…

I have optimized that webpage for that keyphrase.

Keyword Research Tools

This article links to several common tools. Some require accounts or a paid plan:

https://moz.com/beginners-guide-to-seo/keyword-research

This is a free tool we can use to do keyword research:

https://www.spyfu.com/

Keywords Research Scenario

Let's say we are going to start a vacation rental business in Tofino and need to do some keyword research.

Start by going to this link: https://www-ca.spyfu.com/

Search the keyword "tofino" and let's look at the results.

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Activity: Keywords Research

Using the same website, pick a topic with your group to do keywords research on.

See if you can find any keywords that get decent volume and clicks but aren't difficult to rank for. What is the best one you could find?

Some possible topics if you can't think of one:
electric scooters, web developer, shoes, food delivery

Search Console

Google Search console is an invaluable tool for SEO.

After creating a free account you can…

- Verify your site ownership.

- Submit sitemaps.

- Be informed of issues on your site impacting search.

https://search.google.com/search-console

Sitemaps

To get your website crawled faster by Google, you can submit a Sitemap with links to every page.

Sitemaps can be created automatically by a CMS or a sitemap generator. For small sites, you can create them manually.

https://developers.google.com/search/docs/advanced/sitemaps/build-sitemap

Other Search Tools

Bing, Yandex, and Baidu have their tools similar to Google's Search Console.

Consider your target audience to decide if it is worth optimizing for those search engines as well.

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Resources

MOZ
https://moz.com/

Yoast SEO
https://yoast.com/

Google Search – Developers Guide
https://developers.google.com/search/docs/guides/get-started

Country Website

Favicon Files & Code

To setup a favicon on your site, follow this guide:

https://jonathonleathers.com/how-to-add-a-favicon/

Peer Review

Before submitting your Country Website, consider asking a classmate to look at the page and your code.
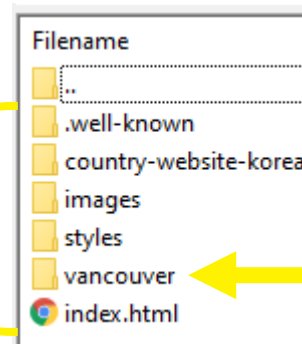
Do the same for them.

Give each other suggestions and see if you can find any issues with the code, design, functionality, accessibility, etc.

Uploading Country Website

Your country website should be uploaded as one folder into your **public_html** directory (your root directory) like this…

This is the **public_html** directory. It contains the landing page and the folders for all future projects.

Filename
- ..
- .well-known
- country-website-korea ← This is my country website.
- images
- styles
- vancouver ← This is a future project.
- index.html

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Country Website

No assignment today.

Use the rest of the day to work on your Country Website.

It is due October 22 by 11:59pm.

QUESTIONS & ANSWERS