**Evolving Web Technologies - Search Engine Optimisation Assignment**

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# Research and Design

## Research

### Primary Research - Survey

Contact with Ciaran Murphy of [Wolfgang](https://www.wolfgangdigital.com/) Digital, a work colleague and good friend, to discuss SEO and possible advice about next steps in design of site. Ciaran referred me to Luke Fitzgerald, a SEO executive who I had an informal conversation before deciding to formalise the proceedings. This was done in the form of a succinct but precise survey.

The primary intention of the survey was to prioritise the areas of design. The results can be seen in Appendices 2.1 and 2.2. Also, email correspondence with Luke are also attached as follow ups on the survey to confirm and elaborate on results.

### Secondary Research - Website Review

Taking the links provided initially by John, I decided that to take two at maximum and let them form the basis of my research. Thus, I took the Tutorialspoint article (simply for the fact that this website provides more than adequate support for programmers). I summarised its findings and tallied this with the results of the survey. Some of the main findings of this website were (Tutorialspoint, 2018):

1. **Content** – Short, focussed and directed to a specific audience
2. **Metatags** – Important strategy to embed into sites but do not overuse
3. **Flash and images** – Avoid use of Flash and limit images
4. **Subdirectories** – Don’t have deeper than two levels
5. **Mandatory Support Pages** – If possible, create a Sitemap, Help, FAQ, About Us, Link to Us, Copyright, Disclaimer, Privacy Policy pages (or equivalent).

Moz’s guide to SEO was also utilised in the research stage, but to a lesser degree as it concentrated on the more technical aspects of SEO (Moz, 2015).

## Design - Main Considerations

The main considerations of the site design were as follows:

|  |  |  |
| --- | --- | --- |
| Consideration | Reason | Application / Consequences |
| Original Content | Search Engines ignore copied content | All content written and |
| Clear Navigation Structure | Complex site design not favoured by search engines | Site kept simple with 5 pages |
| Theme of site focussed and interesting | Aim for a specific audience and keep their attention with relevant information |  |
| Metatags |  |  |
| Responsiveness |  | Implement rudimentary responsiveness |
| Sitemap | Tool to assist |  |
| Links |  |  |
| W3C Validation |  |  |
| Registered Domain names |  |  |

Originality of content

Interesting Content

Clarity of site structure

Responsiveness of Site

Test

Deployment of site for initial review by friends

Redesign

## Finished Product

### What could have been done better

### What was done well

# Appendix

## Original Survey

Name \_\_\_\_ Company \_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you wish to remain anonymous? Yes \_\_ No \_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Q. No. | Question | Answer  (1 = Ineffective 🡪 5 = Extremely Effective) | Comment (where appropriate)\* |
|  | Rank the following in terms of effective SEO tactics |  |  |
|  | Page Design Level | | |
|  | Use of Metatags in content |  |  |
|  | Originality of content (written from “scratch” and not copied / linked from other location) |  |  |
|  | Appropriate tagging of images i.e. use of Alt tag |  |  |
|  | Use of Word Stemming |  |  |
|  | Provision of a Site Map |  |  |
|  | Ability to link or embed content to other site |  |  |
|  | Frequency of the site being linked to by other sites |  |  |
|  | Short relevant site name |  |  |
|  | OTHER DESIGN CONSIDERATIONS (Good / Bad): |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | Site Management | | |
|  | Use of external consultancy company expertise to cater for SEO needs. |  |  |
|  | Responsiveness of site (mobile, tablet etc.) |  |  |
|  | SEO being incorporated into design process from initial stages. |  |  |
|  | OTHER  CONSITERATIONS (Good / Bad): |  |  |
|  |  |  |  |
|  |  |  |  |

What would be the main SEO Tools used to gauge Site SEO?

|  |  |
| --- | --- |
| Tool | Main Functionality |
|  |  |
|  |  |
|  |  |
|  |  |

## Survey Results

Name Luke Fitzgerald Company Wolfgang Digital

Email Address luke@wolfgangdigital.com

Do you wish to remain anonymous? No

|  |  |  |  |
| --- | --- | --- | --- |
| Q. No. | Question | Answer  (1 = Ineffective 🡪 5 = Extremely Effective) | Comment (where appropriate)\* |
|  | Rank the following in terms of effective SEO tactics |  |  |
|  | Page Design Level | | |
|  | **Use of Metatags** | 4 | Remains an effective means of communicating your website content to search engines |
| 2. | **Originality of content (not copied from other location)** | 5 | Duplicate content will be very difficult to rank organically |
| 3. | Appropriate tagging of images i.e. use of Alt tag | 3 |  |
| 4. | Use of Word Stemming | 3 |  |
| 5. | Provision of a Site Map | 3 |  |
| 6. | Ability to link or embed content to other site | 2 |  |
| 7. | Frequency of the site being linked to by other sites | 4 |  |
| 8. | Short relevant site name | 1 |  |
|  | OTHER DESIGN CONSIDERATIONS (Good / Bad): | 5 | A clean hierarchal, parent/child URL infrastructure |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | Site Management | | |
| 1. | External SEO companies | ? |  |
| 2. | Responsiveness of site (mobile, tablet etc.) | 4 | Google have just confirmed that their index is now mobile first |
| 3. | SEO being incorporated into design process from initial stages | 5 | Dev and SEO should be closely connected as it will ensure that you do not have to undo SEO negative activities late in development |
|  | OTHER  CONSITERATIONS (Good / Bad): |  |  |
|  |  |  |  |
|  |  |  |  |

What would be the main SEO Tools used to gauge Site SEO?

|  |  |
| --- | --- |
| Tool | Main Functionality |
| Screaming Frog | Website crawling |
| SEMRush | Competitor Analysis |
| Moz Pro | SEO Campaign Management and Reporting |
| Majestic | Backlink Analysis |

## Email Correspondence with L. Fitzgerald

**Luke Fitzgerald** <luke@wolfgangdigital.com>

**To:**Eugene O' Regan

**Cc:**Ciaran Murphy

17 Apr at 08:04

Howya Eugene,

**Yes, SEO is definitely a long-term, iterative process** but there are a **few relatively quick wins you can capitalise** on by

1. building the site well and having things like
   1. decent content and
   2. keyword-optimised meta data in place from the off. Feel free to bang me over the domain once it's live sure and I'll revert with some recommendations for ya.

What platform are you building it with or is it custom?

If using **WordPress**, then having things like

1. Yoast installed for easy SEO optimisation and
2. a caching plugin like W3 Supercache for quicker page load speed will have it out of the traps in good shape.

Here's a couple of free tools that can help you better understand what can be done to improve the SEO-friendlienss of the site once it's live:  
  
<https://www.woorank.com/>  
<https://varvy.com/>  
<https://website.grader.com/>

Thanks,,

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