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

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# Introduction

# Site Setup

The basis for my site setup came about as a direct result of the research that was carried out at both a primary and secondary level.

## Initial Deployment to GitHub

GitHub was used to store the code and host the resultant website. The relevant repository storing all associated code is <https://github.com/K00233555/CreativeMultiMediaProgrammingEWT>

## Deployment

This resulted in the construction of the following site (and it’s mirror sites registered with [www.godaddy.com](http://www.godaddy.com) )

1. <https://k00233555.github.io/CreativeMultiMediaProgrammingEWT/>
2. [www.creativemultimedialit.com](http://www.creativemultimedialit.com)
3. <https://k00233555.github.io/CreativeMultiMediaProgrammingEWT/>

The justification for the structure and SEO strategy was formed primarily from initial research and consultation with an SEO expert, which is detailed in the ***Research and Design*** section

## Research and Design

### Research

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. The site should have a “niche” market to appeal to.
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).

Other examples of

### 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 the steps in design of an SEO optimised site. Ciaran referred me to [Luke Fitzgerald](https://www.linkedin.com/in/lukefitz/?midToken=AQEZ1vxpm2jkgA&trk=eml-email_m2m_invite_single_01-hero-5-prof~cta&trkEmail=eml-email_m2m_invite_single_01-hero-5-prof~cta-null-j9jcq~jgga7vnp~l-null-neptune%2Fprofile~vanity%2Eview&lipi=urn%3Ali%3Apage%3Aemail_email_m2m_invite_single_01%3B2o95XDGHR%2BWv2hTCy2KgeA%3D%3D), head of SEO who I had an informal conversation before sending a succinct but precise survey.

The primary intention of the survey was to prioritise the areas of design, with the results of . 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.

## Design - Main Considerations

The main considerations of the site design are :

|  |  |  |
| --- | --- | --- |
| **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 * No sub-directories or sub-pages * Clear navigation from menu bar or drop down lisrt |
| Theme of site focussed and interesting | Aim for a specific audience and keep their attention with relevant information | While there are plenty of sites detailing the content of the Higher Diploma, very few gave the perspective from a student. |
| Metatags | |Used by search engines to find information in relation to the site |  |
| Responsiveness | Many SEO experts advocate starting with mobile devices in mind initially. This can take form in   1. Building a responsive site 2. Building a separate site for each domain i.e. one for mobile, one for other devices. This involves adding the m. prefix to the url to identify it as being a mobile site. | Implement rudimentary responsiveness for all devices, including PCs, laptops and mobiles. This was facilitated through the use of old code, which was initially done to save time.  However, if anything this proved to be more problematic, with |
| Sitemap | Tool to assist Search Engines see the structure of your site quickly | Not as used so much anymore, but generate one nonetheless. This was done via Google Console |
| Links | Links from other sites and to other sites | Shows popularity of site |
| W3C Validation | Checking the validity for both CSS and HTML. This is done as a quality assurance step and to see for future incompatibilities of code | Validation, provided by W3C, is needed on two levels   1. HTML 2. CSS   All sites, except for the sitemap.xml page were tested and passed after minor changes. Relevant CSS token added to index.html |
| Registered Domain names | If the sitename is relevant, more traffic will be generated.  It should be kept relevant and short.  On a technical note, underscores (\_) are preferred to dashes (-) when concatenating names. | Through [www.godaddy.com](http://www.godaddy.com) , two domains were registered and pointed towards the GitHub hosted site.   1. [www.creativemultimedialit.com](http://www.creativemultimedialit.com) 2. [www.creativemultimediaspringboard.com](http://www.creativemultimediaspringboard.com) |

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

1. Scheduling of project – As well as giving the site adequate time to register “hits”, I will admit that I started the deployment and testing of the site late. However, many of the experts agree that SEO is a labrouis process, without instantaneous results.
2. Responsiveness – Definitely the site could have been designed moreso with mobile access in mind initially.

### What was done well

1. Originality of content – All of the content was written from scratch. While this may have been time consuming, it should pay dividends in the long run.
2. Specific niche targeted – The scope and phrasing of much of the content is aimed at potential students to the next few

# Bibliography

Moz, 2015. *SEO: The Free Beginner’s Guide From Moz,* s.l.: Moz.

Tutorialspoint, 2018. *SEO Tutorial.* [Online]   
Available at: https://www.tutorialspoint.com/seo/index.htm  
[Accessed 02 April 2018].

W3C, n.d. *Why Validate?.* [Online]   
Available at: https://validator.w3.org/docs/why.html  
[Accessed 25 April 2018].

# 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,,

Luke Fitzgerald

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Figure - Periodic Table of SEO Success Factors

