HDip in Creative Multimedia Programing

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SeARCH ENGINE OPTIMIZATION REPORT

Evolving Web Technologies – Assignment 2 – 30%

1. **INTRODUCTION:**

According to the website, *Search Engine Land*, **SEO (Search Engine Optimization)** ‘is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines’ such as, Google, Yahoo and Bing (*2019*). SEO helps get the most out a website by employing and executing concepts that help generate traffic towards a site. Additionally, through using keywords, terms and phrases, making a site search engine friendly, and marketing the uniqueness of a site can make a big difference to a website (*Moz, 2019*).

This report aims to outline the progress made in optimizing the website, *‘***GREAT CREATIVE LIGHTHOUSE DESIGNS OF THE WORLD’** with the keywords, ‘**creative-digital–media**.

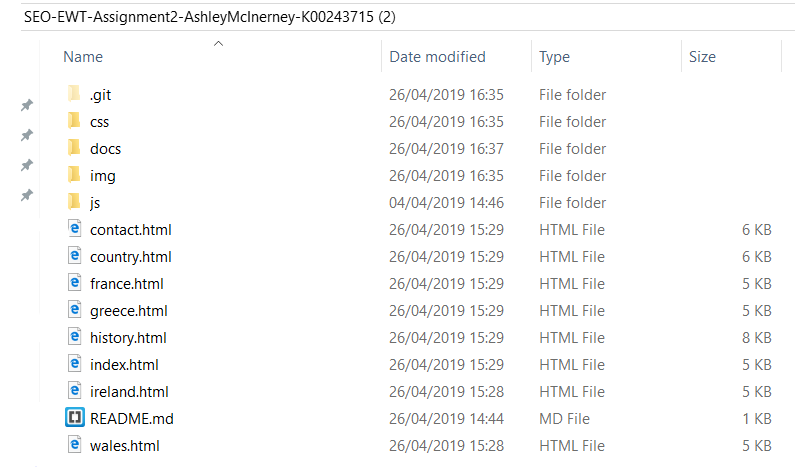
Sites of interest for this report are:

GitHub: <https://k00243715.github.io/creative_digital_media/>

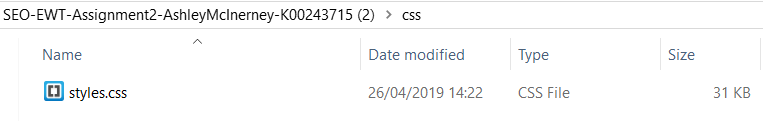
Word Press blog: <https://k00243715collegeblog.home.blog/>

1. **CONTENT GENERATION:**

The following screen grab is a list of all the contents for the website:



The website is stored on a **GitHub** Repository and has an associated repository files in the lighthouse websites folder, as seen above.

Additionally, there is a **styles.css** file located in the CSS folder, as seen below:

1. **KEYWORD RESEARCH, TARGETTING, SEO ACTIONS & META TAGS:**
2. **TITLE TAG:**

One of the first tactics to help generate traffic to the site was to try to incorporate the keywords into the **<title> tag** in the <head> section of every web page. This was done to improve the optimization of the lighthouse website, as according to *Search Engine Watch*, **‘t**he [title tag](https://searchenginewatch.com/2016/05/16/how-to-write-meta-title-tags-for-seo-with-good-and-bad-examples/#checklist) is one of the first things that [users](https://searchenginewatch.com/2018/12/21/guide-google-analytics-confusing-terms/) notice in the SERPs. It is the title of your page that offers a preview of what your content is about. It’s important as it shows up in the search results, but it’s also pulled out to show up as anchor text and a title in social shares’ (*Litsa et al., 2019*). See example below:



The message that was strong during the research of SEO techniques was that the **clearer** and more **descriptive** the better for the site. As a result, the <title> tag was incorporated into all pages to try to give the website a good chance of being targeted and found when being searched for by a user.

1. **META DESCRIPTION:**

 Furthermore, the **meta description** was integrated into the websites <head> section to add SEO value and bring users to the page. The meta tag is the short descriptive writing piece that appears under the <title> tag in the webpage and on the search engine site (*Litsa et al., 2019*). The example of this on the lighthouse website pages can be seen here:

The meta description provides an accurate explanation, while incorporating the targeted keywords assigned to this project.

The take away message in reference to meta tags was to provide a lot more details about what the content of the website, bearing in mind to keep it appealing, concise and relevant *(Litsa et al., 2019).*

1. **ROBOTS META TAG:**

According to the website, *Search Engine Watch*, the inclusion of ‘robots meta tag informs search engines which pages on your site should be indexed’ (*Litsa et al., 2019*). It was noted that robot meta tags were included to prevent a search engine from indexing a whole site or section of a site. The instruction was meant for the search engine not to index a page or follow links, for example:

<meta name="robots" content="noindex, nofollow" />

Additionally, one could tell the crawler to follow and index a page, with replace the robots tag with this:

<meta name="robots" content="index, follow" />

In the lighthouse website, the inclusion of both kinds of robot tags was included in the <head> section

1. **HEADER TAGS**
2. **SEO ACTIONS & RESULTS:**
3. **LESSONS LEARNED & CONCLUSION:**

**REFERENCES**

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4. Litsa, T., Abbott, N., Morabito, J., Balkhi, S. and Barker, S. (2019). *A quick and easy guide to meta tags in SEO - Search Engine Watch*. [online] Search Engine Watch. Available at: https://searchenginewatch.com/2018/04/04/a-quick-and-easy-guide-to-meta-tags-in-seo/ [Accessed 24 Apr. 2019].
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