6-Step Framework to Profitable Assignment

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Recall that different search engines affect search engine optimization, or SEO. You have been tasked with searching a common word on three different search engines: Google, Yahoo!, and Bing.

1. In the table below, enter the top three results for the keyword on each search engine (not including sponsored content). Examples of searches are basketball, recipes, crafts, or college. *Note: Avoid using any words that are brand names; instead of “Twix," search “candy bar.”*

Keyword: Football

|  |  |  |  |
| --- | --- | --- | --- |
|  | TOP RESULT | SECOND RESULT | THIRD RESULT |
| Google.com | L’équipe | Football.fr | Eurosport |
| Yahoo.com | L’equipe | Eurosport | Football.fr |
| Bing.com | L’équipe | Eurosport | Maxifoot |

2. Now go to the top result from each search engine. Why do you think those websites ranked high for that keyword? List at least three observations as to why those websites (or websites) might rank high in relation to the SEO strategies discussed in the chapter.

I was a bit surprised that it was L’équipe that ranked high in terms of football in France. I believe that this website ranked high for this keyword because there is a lot of quality content with the keyword “football” within their website.

In addition, it is very accessible and mobile-friendly. When we go to the page it’s very fast and flows nicely.

Finally, since it is a journal and is on TV. It has authority in this domain of football.

These are the reason I believe why L’équipe is first ranked in the football keyword.