

Assignment #3 - SEO Keywords

Search Engine Optimization is crucial for any website or product to be discoverable on the internet, and attract customers. In this assignment, you will conduct keyword research, and practice some writing skills for SEO.

Client: Atlas Cafe

Website: <https://www.atlascave.ca>

Client profile: Atlas Cafe is a restaurant in downtown Courtenay, BC that offers global cuisine, as well as supports locally grown (farm to table), ethically sourced proteins and produce.

User profile: Typical customers for the Atlas Cafe want to find a place to eat that serves a wide range of cuisines and also offers healthy, vegetarian options. They prefer to support businesses that are kind to the environment by limiting shipping and supporting local suppliers. They are also concerned with employee working conditions and want to support businesses that hire locally and have a good record of labour relations.

Your task: Help customers find Atlas Cafe by optimizing the website for search engines.

The website has four top-level pages:

- **Home**
 - business hours, location, contact information
 - a short 'about us' section that describes the mission statement of the restaurant
 - banner and background images of the menu items
 - customer testimonials
 - a gallery of images from the restaurant's Instagram profile, including custom drinks, staff members, posts about local suppliers whose products are used in recipes, special holiday menus, and local artwork that is displayed in the restaurant.
- **Menus**

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 - Two sub-pages with lists of menu items. Pick ONE of these menus to include in your Keyword Distribution Chart
 - Breakfasts and Sides
 - Dinner Features, Starters, Salads, Handheld, Globally Inspired, Kids, Dessert, Beverages
 - Both pages include buttons to order online and the option to download printable versions of the menu
 - Both pages include banner images with menu items
- **Reservations**
 - Information about reservations and business hours and location
 - Banner image with menu item
- **Gift Certificates**

- Information about how to purchase gift certificates, including the phrase "Your purchase supports a locally owned and operated family business."
- Banner image with Atlas Cafe gift cards

Instructions

You will make up SEO content from scratch, based on the website top-level pages listed above. You can reference the actual Atlas Cafe website content for this.

To complete this assignment, fill out the [Keyword Distribution](#) spreadsheet (this is a locked Google Spreadsheet, you need to make a copy to make changes). For each of the four top-level website pages (Home, Menus, Reservations, Gift Cert.), there are separate tabs at the bottom of the Google spreadsheet. Fill out the following for each tab:

A B C D				E		
1	Scroll to the right to view all elements >>			Length	Page Description (meta-description)	Length
2	Keyword Brainstorming	Results (Google)	URL	Page Title	70 character max	150 character max
3						
4	courtenay restaurant	3,580,000	https://www.atlascfe.ca/	Atlas Cafe Downtown Courtenay	31	Atlas Café, in the Comox Valley, is the home of perfectly overstuffed
5	courtenay restaurant dinner menu	1,900,000	https://www.atlascfe.ca/dinner	Atlas Cafe Dinner Menu	24	Atlas Cafe has traditional and vegan options on our dinner menu,
6	vegan restaurant comox valley				0	
7	vegan breakfast courtenay				0	
8					0	
9					0	
10					0	
11					0	
12					0	
13					0	
14					0	
15					0	
16					0	
17					0	
18					0	
19					0	
20						
21	The first two rows above are examples, along with a few keyword search ideas, so make sure to come up with your own content for the rest of this tab.		Don't forget to check the tabs at the bottom of the spreadsheet window to access the MENUS, RESERVATIONS, and GIFT CERTIFICATES sheets!		Note the length columns in the spreadsheet, which will tell you if your character max has been reached.	
22						
23						
24						

- **Column A:** brainstorm 8-12 keywords that should appear on the page (include short- and long-tail keywords)
- **Column B:** Do a Google search for those words and list the number of results - remember that you are looking for keywords that do not have too much competition (ie. 'restaurant' would return too many results for a customer to ever find Atlas Cafe; the goal is to be listed at the top of the first SERP)
- **Pick only three** keywords that you came up with from **Column A** that you will focus on, and complete the corresponding three rows in the spreadsheet:
 - **Column C:** suggest an url for each page (you can rename these pages using relevant keywords)
 - **Columns D, F, H:** Write a title, meta-description and h1 (heading) for each page
 - **Column J, K:** Create the alt text and file name for all images on the pages

The first two rows of content in the Home page tab of the spreadsheet are done as an example.

When you are done, you need to either:

- Download the file as an Excel Spreadsheet for submission
- Change the user permissions in your Google Spreadsheet to "Anyone with the link > viewer" and provide the link in your submission

Before starting the assignment, go through this handy guide for coming up with SEO keyword search terms:

<https://moz.com/keyword-research-guide>

Here is the marking rubric that will be used for this assignment:

📖 Assignment 3 - SEO Keywords - Rubric

Assignment 3: SEO Keywords

Technical Requirements

The completed spreadsheet document of the finished assignment must include:

- 8-12 keyword ideas
- 3 selected keywords that have been expanded upon for columns B-K
- All 4 spreadsheet tabs have been filled out
- Link to Google spreadsheet or an Excel Spreadsheet file submitted

Assignment should be submitted to BrightSpace by the deadline unless a deadline extension contract has been approved by the instructor.

	INCOMPLETE	UNSURE	DEVELOPING	SUCCEEDING	PERFECT
	0	1	2	3	4
Keyword brainstorming <ul style="list-style-type: none"> • three selected keyword search terms have been expanded upon in the rows from B-K • 8-12 keyword ideas 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Character maximums not breached <ul style="list-style-type: none"> • page title, page description, and H1 headings have character maximums 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keyword terms appropriate <ul style="list-style-type: none"> • includes long and short keyword terms that are realistic for the restaurant subject matter 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All spreadsheet tabs have content <ul style="list-style-type: none"> • this includes home, menus, reservations, and gift certificate pages 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total points:					/16