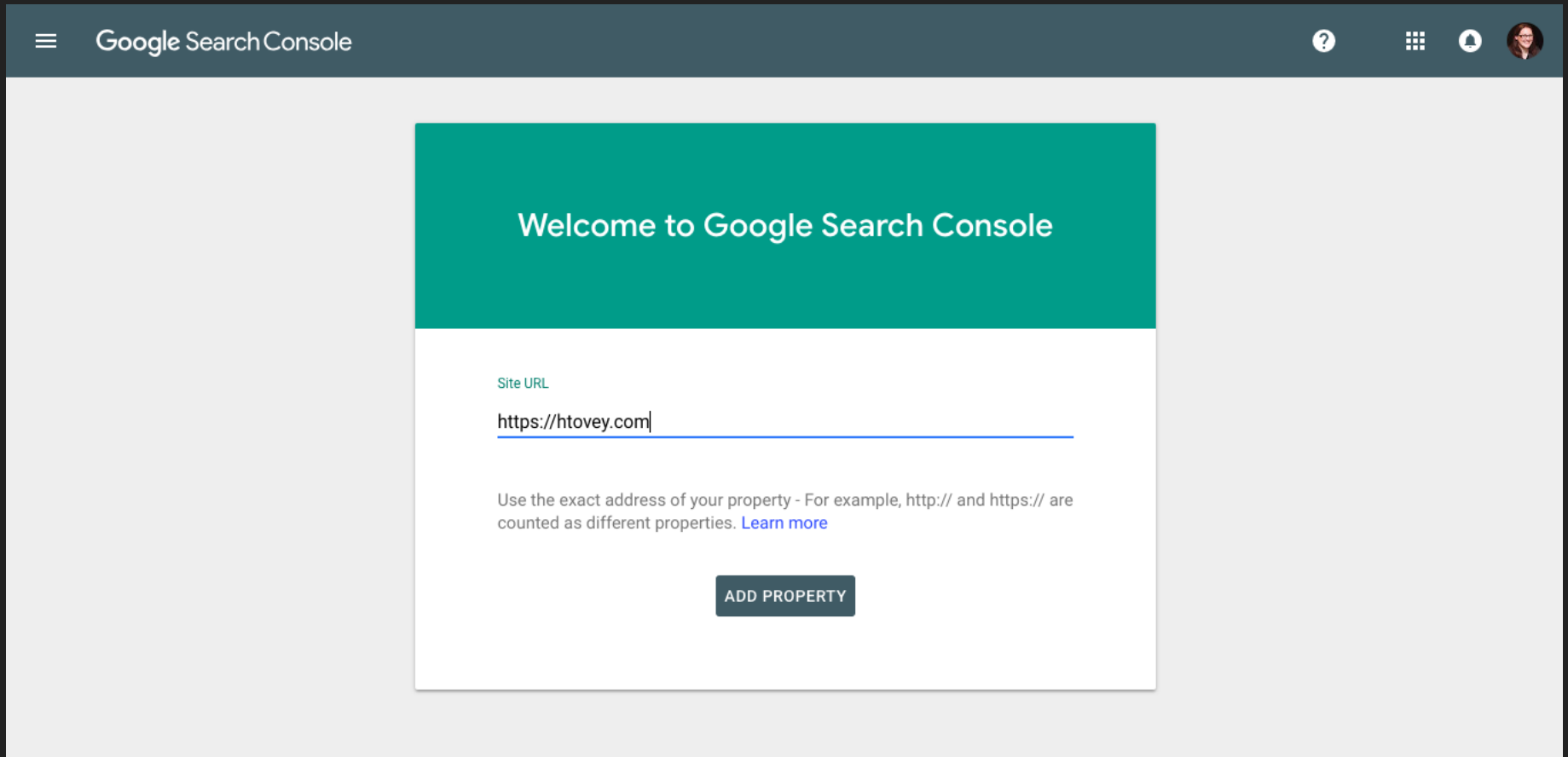


ADD YOUR SITE TO GOOGLE SEARCH CONSOLE



The screenshot shows the Google Search Console interface. At the top is a dark blue header with the 'Google Search Console' logo on the left and a user profile icon on the right. The main content area is light gray and contains a white card with a teal header that says 'Welcome to Google Search Console'. Below this, there is a 'Site URL' label, a text input field containing 'https://htovey.com', and a blue 'ADD PROPERTY' button. A small instructional text block below the input field explains that the exact address should be used and provides a link to 'Learn more'.

Google Search Console

Welcome to Google Search Console

Site URL

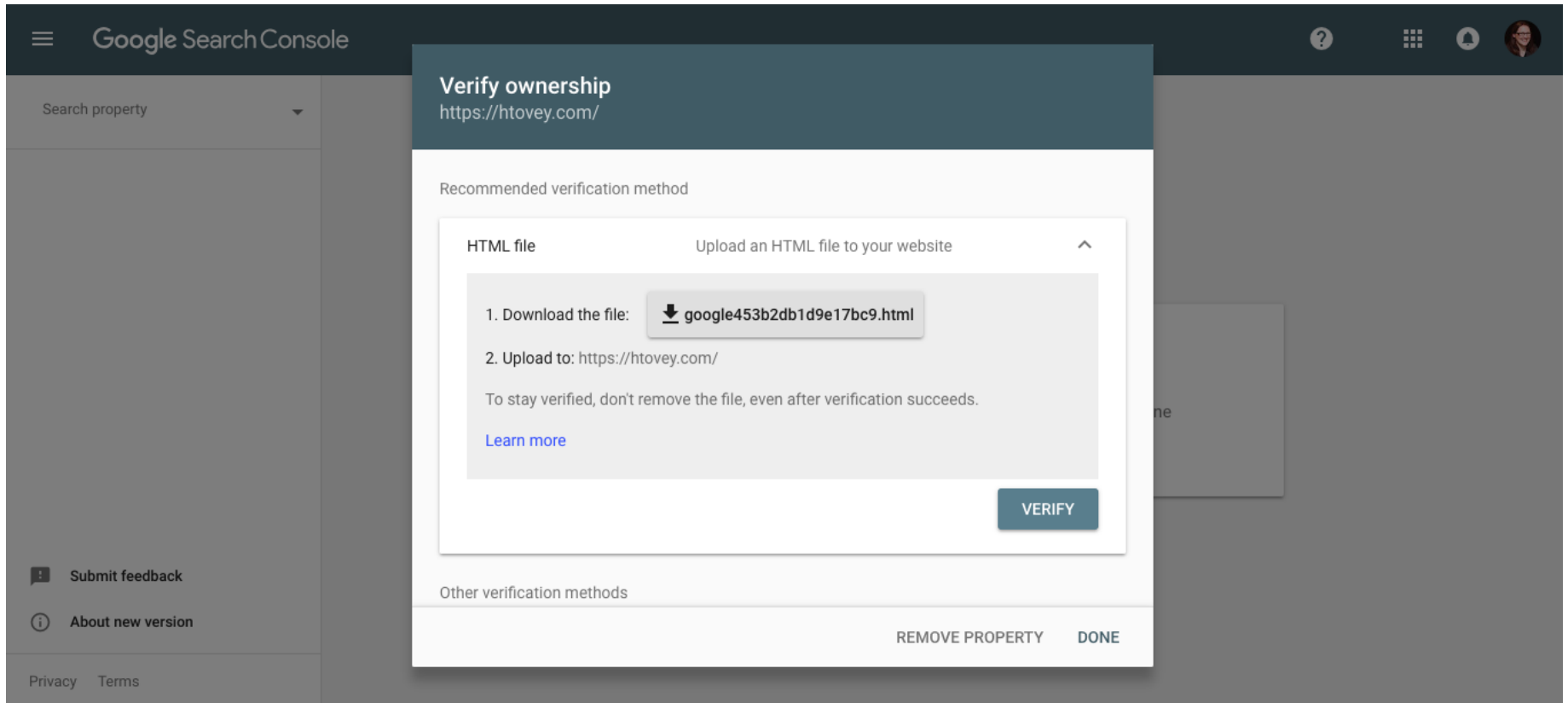
https://htovey.com

Use the exact address of your property - For example, http:// and https:// are counted as different properties. [Learn more](#)

ADD PROPERTY

ADD AND VERIFY YOUR SITE

1. Go to <https://search.google.com/search-console/welcome>
2. Follow the steps to add your site



CREATE A SITE MAP

STEP 1: KNOW WHAT YOU'RE LOOKING FOR

Which pages should Google know about?

Home, About, Services - pages you want visitors to find in search pages

Which pages should Google not know about?

Login pages, Thank you pages, Author archives on a one-author blog, Admin pages, Internal search results, privacy policy, terms and conditions

STEP 2: COLLECT YOUR PAGES

Use a crawler like [Screaming Frog](#) to give you a list of URLs.

OR

Follow each of the site's main navigation options down to their deepest level (human crawl).

STEP 3: GROUP YOUR PAGES

- Home
- About
- Contact
- Services
 - Design in a Day
 - SEO
 - Strategy Calls
- Blog
 - How Big of a Website Do You Really Need?
 - Four Considerations If You're Planning a Website Redesign
 - What Are the Best Alternatives to WordPress?

STEP 4: CODE YOUR URLS

- Open your text editor.

```
<?xml version="1.0" encoding="UTF-8"?>

<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://example.com/</loc>
  </url>
  <url>
    <loc>https://example.com/about/</loc>
  </url>
  <url>
    <loc>https://example.com/contact/</loc>
  </url>
  <url>
    <loc>https://example.com/services/</loc>
  </url>
  <url>
    <loc>https://example.com/design-in-a-day/</loc>
  </url>
  <url>
    <loc>https://example.com/seo/</loc>
  </url>
```

For more info: <https://www.sitemaps.org/protocol.html>

STEP 5: VALIDATE YOUR SITEMAP

- Save your file as sitemap.xml
- Validate at <https://webmaster.yandex.com/tools/sitemap/?tab=file>

STEP 6: ADD YOUR SITEMAP TO THE ROOT

Move your sitemap.xml file to the root folder of your website.

STEP 7: SUBMIT YOUR SITEMAP

1. Sign into your Google Search Console account.
2. Click Sitemaps.
3. Add your sitemap (yoursite.com/sitemap.xml)

Google Search Console

Inspect any URL in "https://htovey.com/"

https://htovey.com/ Sitemaps

Overview
Performance
URL inspection

Index
Coverage
Sitemaps
Manual actions

Links
Settings
Submit feedback
About new version

Add a new sitemap

https://htovey.com/ Enter sitemap URL SUBMIT

Submitted sitemaps

Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
---------	------	-------------	-----------	--------	-----------------

Rows per page: 10 0-0 of 0

VALIDATE YOUR MARKUP

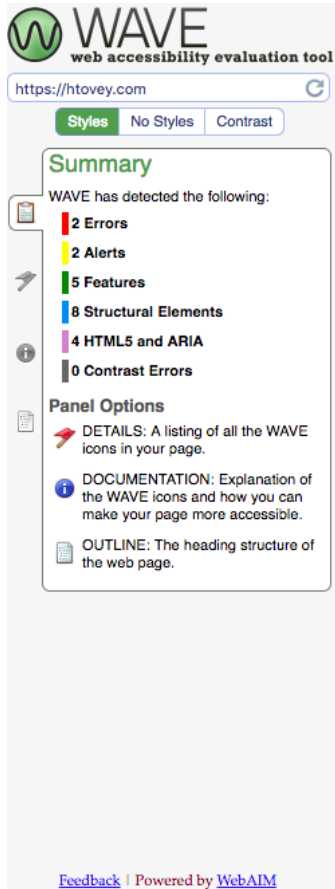
MARKUP VALIDATOR TOOLS

- HTML Validator - <https://validator.w3.org/>
- CSS Validator - <https://jigsaw.w3.org/css-validator/>

ASSESS WEBSITE ACCESSIBILITY

WAVE TOOL

Go to <https://wave.webaim.org/> to check the accessibility of your website.



The screenshot shows the WAVE web accessibility evaluation tool interface. At the top, it displays the WAVE logo and the text "web accessibility evaluation tool". Below this is a search bar containing the URL "https://htovey.com". To the right of the search bar are three buttons: "Styles", "No Styles", and "Contrast".

The main content area is titled "Summary" and lists the following detected issues:

- 2 Errors
- 2 Alerts
- 5 Features
- 8 Structural Elements
- 4 HTML5 and ARIA
- 0 Contrast Errors

Below the summary, there is a "Panel Options" section with three links:

- DETAILS: A listing of all the WAVE icons in your page.
- DOCUMENTATION: Explanation of the WAVE icons and how you can make your page more accessible.
- OUTLINE: The heading structure of the web page.

At the bottom of the interface, there is a "Feedback" link and the text "Powered by WebAIM".

HEATHER TOVEY 



PROJECTS

ABOUT

Front-End Web Developer

Designing and developing user-friendly and accessible websites and apps.

PROJECTS ↓

⬆ <code> ⬆

ADD A SEARCH ENGINE

HOW TO ADD A SEARCH ENGINE

- Many CMSs have built-in search engines you can use
- Alternatively, use [Google Custom Search](#)

STEP 1: ADD YOUR SITE

Custom Search

New search engine

▸ Edit search engine

▼ Help

Help Center

Help forum

Blog

Documentation

Terms of Service

Visit Help Forum
(Ask a question)

Send Feedback

Enter the site name and click "Create" to create a search engine for your site. [Learn more](#)

Sites to search

htovey.com/*

www.example.com

You can add any of the following:

Individual pages: `www.example.com/page.html`

Entire site: `www.mysite.com/*`

Parts of site: `www.example.com/docs/*` or `www.example.com/docs/`

Entire domain: `*.example.com`

If you want to search pages over entire web containing specific schema.org markups, click on "advanced" below.

Language ?

English

Name of the search engine

Htovey

Advanced Options

STEP 2: DETERMINE LOOK AND FEEL

Custom Search

New search engine

▼ Edit search engine

Htovey ▾

Setup

Look and feel

Search features

Statistics and Logs

► Help

Visit Help Forum
(Ask a question)

Send Feedback

Layout

Themes

Customize

Thumbnails

Set the layout of your search engine. Click the save button to publish your changes. [Learn more](#)

Web search

Image search

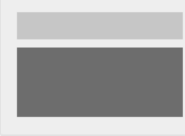
Overlay



Two page



Full width



Two column



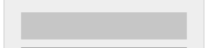
Compact



Results only



Google hosted



Google Custom Search



STEP 3: GET CODE

Add this code on your site where you want the search bar to go.

Custom Search

New search engine

▼ Edit search engine

Htovey

Setup

Look and feel

Search features

Statistics and Logs

▼ Help

Help Center

Help forum

Blog

Documentation

Terms of Service

Visit Help Forum

(Ask a question)

Send Feedback

Get code

See HTML example

Copy the following code, and paste it into a <div> element in your site's <body> section, where you want both of the search box and the search results to render.

Note: For the most cross-browser compatibility, it is recommended that your HTML pages use a supported doctype such as <!DOCTYPE html>. CSS hover effects require a supported doctype.

```
<script>
(function() {
  var cx = '015884369548009877383:3lk_wjbt1-q';
  var gcse = document.createElement('script');
  gcse.type = 'text/javascript';
  gcse.async = true;
  gcse.src = 'https://cse.google.com/cse.js?cx=' + cx;
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(gcse, s);
})();
</script>
<gcse:search></gcse:search>
```

You can customize the Search UI even more, or add per page customization by following the [full documentation on CSE element](#).

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ADDITIONAL OPTIMIZATION TIPS


TIPS


1. Ensure that each web page has a unique title and keyword focus.
2. Add alt tags to your images.
3. Test all links, multimedia, email, and forms.
4. Test your website on multiple browsers. Make sure everything functions correctly.

ADD GOOGLE ANALYTICS

STEP 1: SIGN UP


Go to <https://analytics.google.com>

 Analytics




Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics




All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics


Sign up





Sign up now, it's easy and free!


Still have questions? [Help Center](#)










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STEP 2: CREATE ACCOUNT

 Analytics



 ADMIN USER





New Account

What would you like to track?

Website

Mobile app

Setting up your account

Account Name
Accounts can contain more than one tracking ID.

Setting up your property

Website Name

Website URL

https://

Industry Category

Internet and Telecom

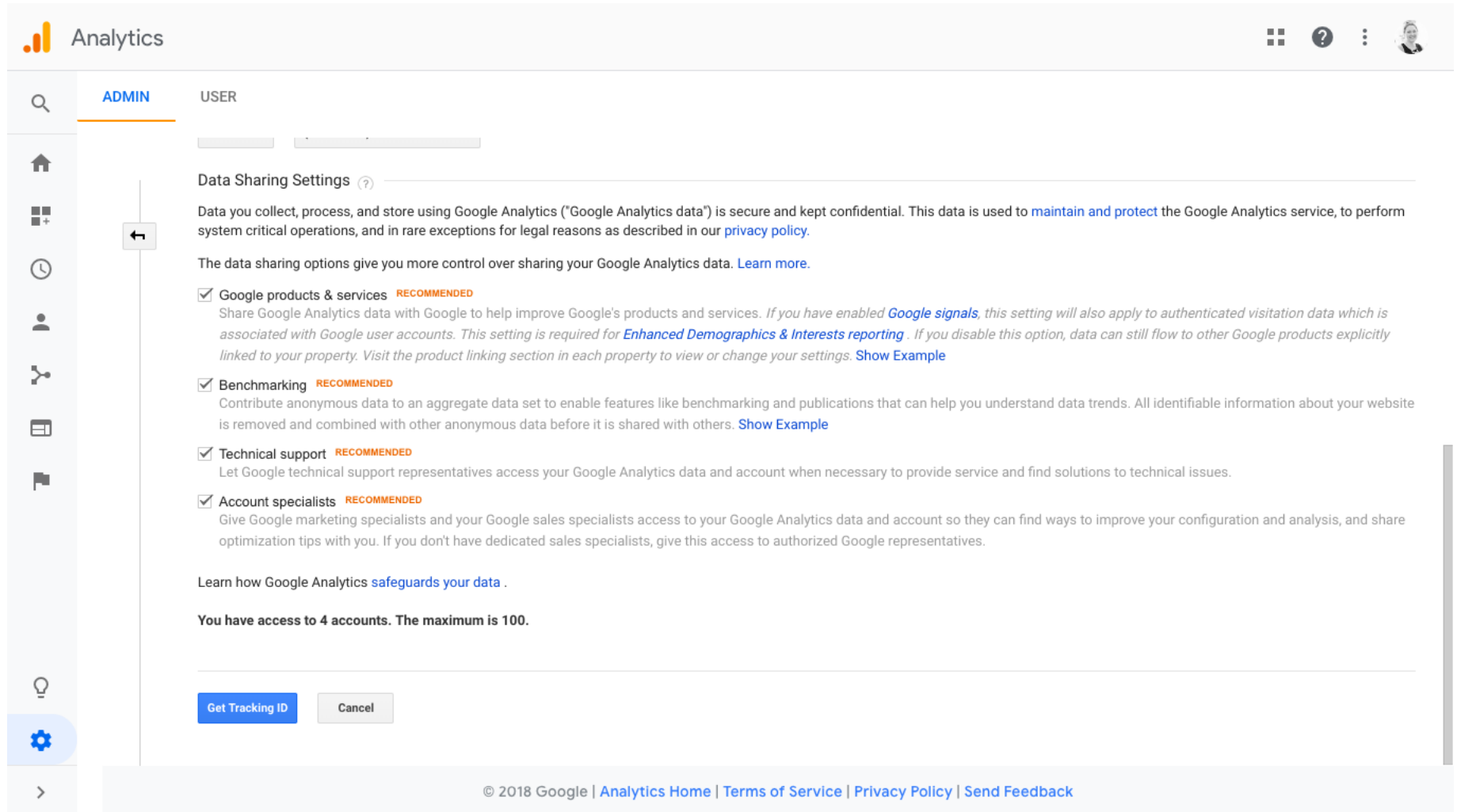
Reporting Time Zone

Canada

(GMT-07:00) Edmonton Time

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STEP 3: GET TRACKING ID



The screenshot shows the Google Analytics Admin interface. At the top, the 'Analytics' logo is on the left, and a grid icon, a help icon, a menu icon, and a user profile icon are on the right. Below the header, there's a search bar and two tabs: 'ADMIN' (selected) and 'USER'. A left sidebar contains icons for home, a grid, a clock, a person, a share icon, a calendar, a flag, a lightbulb, a gear (selected), and a right arrow. The main content area is titled 'Data Sharing Settings' with a help icon. It contains a paragraph about data security, a paragraph about data sharing options, and five settings, all of which are checked and marked as 'RECOMMENDED': 'Google products & services', 'Benchmarking', 'Technical support', and 'Account specialists'. Each setting has a brief description. At the bottom of the settings section, there's a link to learn how Google Analytics safeguards data. Below that, a message states 'You have access to 4 accounts. The maximum is 100.' At the very bottom of the main content area, there are two buttons: 'Get Tracking ID' (in blue) and 'Cancel' (in grey). The footer of the page contains the copyright notice '© 2018 Google' and links to 'Analytics Home', 'Terms of Service', 'Privacy Policy', and 'Send Feedback'.

Analytics

ADMIN USER

Data Sharing Settings ?

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to [maintain and protect](#) the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#).

- ☒ **Google products & services** **RECOMMENDED**
Share Google Analytics data with Google to help improve Google's products and services. *If you have enabled [Google signals](#), this setting will also apply to authenticated visitation data which is associated with Google user accounts. This setting is required for [Enhanced Demographics & Interests reporting](#). If you disable this option, data can still flow to other Google products explicitly linked to your property. Visit the product linking section in each property to view or change your settings. [Show Example](#)*
- ☒ **Benchmarking** **RECOMMENDED**
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. [Show Example](#)
- ☒ **Technical support** **RECOMMENDED**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- ☒ **Account specialists** **RECOMMENDED**
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Learn how Google Analytics [safeguards your data](#).

You have access to 4 accounts. The maximum is 100.

[Get Tracking ID](#) [Cancel](#)

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STEP 4: ADD CODE TO WEBSITE

Unlike other JS code, this needs to go into the head section of your website.

The screenshot shows the Google Analytics 'All Web Site Data' interface. The left sidebar contains a navigation menu with options like 'Property Settings', 'User Management', 'Tracking Info', and 'Tracking Code' (which is highlighted). The main content area displays the 'Tracking ID' as UA-130260108-1 and the 'Status' as 'No data received in past 48 hours'. Below this, the 'Website Tracking' section shows the 'Global Site Tag (gtag.js)' code snippet. The code is as follows:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-130260108-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-130260108-1');
</script>
```

The text explains that this code should be copied and pasted into the <HEAD> of every webpage. Below the code, there is a section for 'Google Tag Manager' which states that it can help add tags to a site if you have many analytics and tracking tags.

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USING GOOGLE ANALYTICS

Use Google Analytics to help you figure out where visitors are coming from and how they interact with your site.

1. What is your top content?
2. Identify your worst performing pages (so you can fix them).
3. Where do visitors abandon shopping carts?
4. Are mobile users staying on your site long enough?
5. What do visitors click on the most?
6. What online campaigns send more visitors your way?

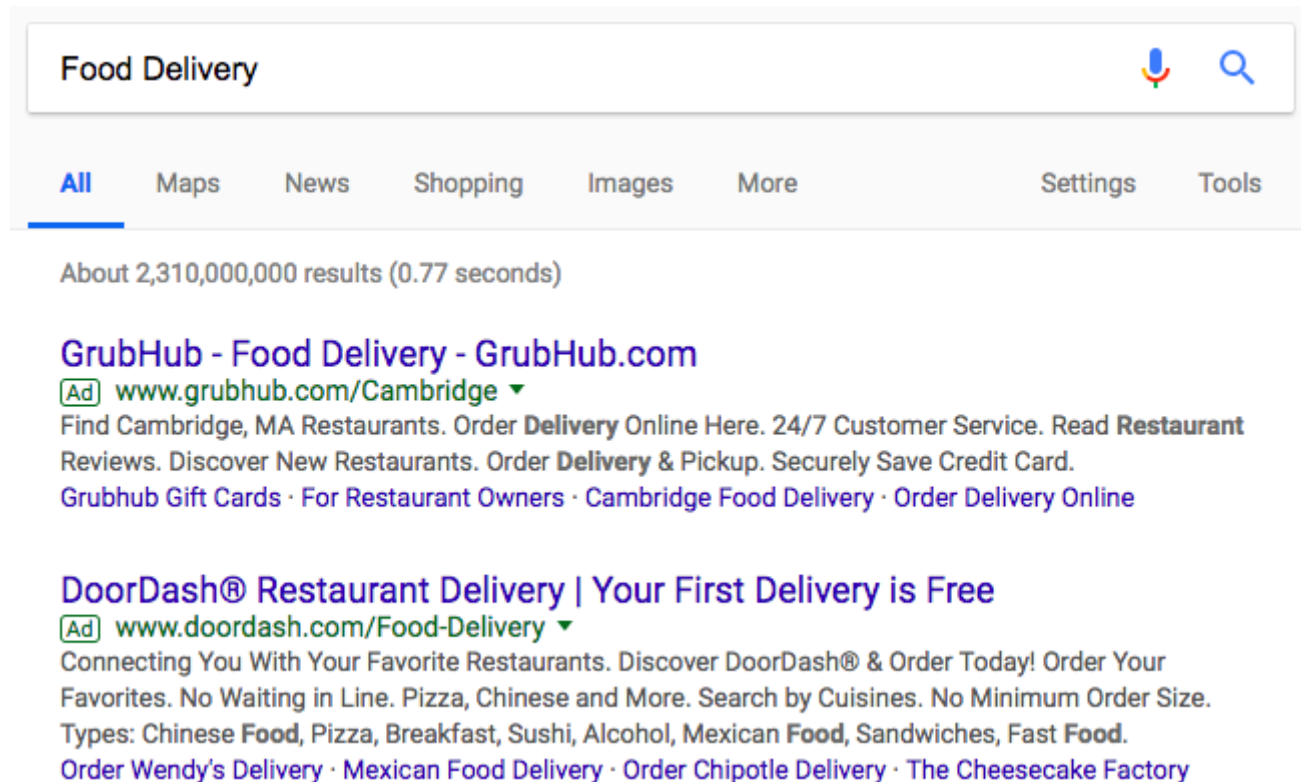
GOOGLE ANALYTICS TIPS

- It takes a while before trends start to show, so get Analytics on your website ASAP.
- Take the free Analytics courses with Google

GOOGLE ADWORDS

PAID SEARCH ADVERTISING

- There are over 3.5 billion search queries on Google everyday.
- Paid search is one of the most popular and effective types of online advertising.



USING PAID SEARCH ADVERTISING

- Google Adwords lets you display ads on Google search results
- Businesses set a budget for advertising on the keywords that they choose, and pay when people click on their ad. (Pay Per Click or PPC)
- Fewer than 20% of visitors click on PPC ads
- Businesses with large advertising budgets can dominate the top placement of ads
- It can be very expensive.

SEO > Online Ads when you're starting out

GOOGLE ADWORDS TRAINING

If you find that this is an area of web services that you want to pursue, Google offers Adword training for free.

<https://landing.google.com/academyforads>

ADD A NEWSLETTER

WHY YOU SHOULD HAVE A MAILING LIST

- Keeps you in contact with your customers on a regular basis
- Builds repeat traffic to your site
- Potential source of revenue, allowing you to market directly to your target audience
- Builds a client list of potential customers for future sales and promotions

GET PERMISSION

- Businesses that build permission-based email lists enjoy high open and click-through rates on their campaigns.
- You need to get consent before sending commercial email marketing messages.
- Don't just send advertisements. Send content of real value to them.

IMPLIED VS EXPRESS PERMISSION

You have **implied permission** to email someone if you have an existing business relationship with them.

- current customer
- they donate to your charity
- active member of your organization

You have **express permission** to email someone when they specifically give you permission to send them email campaigns.

- entering their email address on your subscribe form
- entering their details into in-store newsletter subscribe form

BENEFITS OF GETTING PERMISSION

1. You'll get better open and click-through rates (10x higher)
2. You'll get a better return on investment from your email campaigns
3. You won't destroy your deliverability rates (don't get your emails thrown into SPAM jail)



mailchimp

[Why Mailchimp?](#)

[What You Can Do](#) ▾

[Pricing](#)

[Resources](#) ▾



Your business was born for this

Become the brand you want to be with
smarter marketing built for big things.



[Sign Up Free](#)

GOOGLE MAPS

TYPES OF GOOGLE MAPS

- Google Maps Embed API
- Google Static Maps API
- Google Maps JavaScript API

EMBEDDED MAPS

- Creates a map that can be interacted with through an iframe on your website
- Easily embedded, simple copy and pasting of code
- If your website visitors are also logged into Google, they'll see their saved places like "Home" or "Work" integrated into the map.
- API Key not required

STATIC MAPS

- Creates a static map (an image) without any JavaScript or iframe required
- Loaded like any other image
- Not interactive or tailored to the user
- Can be customized
- API key required

JAVASCRIPT MAPS

- Covers a wider range of map usage
- Helps visualize data
- Requires knowledge of HTML, CSS, and JavaScript
- API key is required

COMPARISON

Feature	Embedded	Static	JavaScript
Ease of Use	High	Medium	Low
Loading Time	Slow	Fast	Medium
Customisability	Low	Medium	High
SEO	Low	High	Case-by-case
Overall	Best for Beginners	Best Overall	Best for Experts

STATIC MAP MAKER

For a static map, you can use tools like:

- Google Static Map Maker
- Google Maps APIs Styling Wizard
- Import styles from <https://snazzymaps.com/>

ADD A SOCIAL BOOKMARKING WIDGET

CELEBRITY

How Is This Pic Of Chris Evans Taking A Selfie With His Dog So Cute?

I need answers.

Posted on December 4, 2018, at 2:00 p.m.



Lauren Yapalater
BuzzFeed Staff



Tell me friends, how is this pic of Chris Evans taking a selfie with his dog so gosh dang cute?

Source: <https://www.buzzfeed.com/lyapalater/how-is-this-pic-of-chris-evans-taking-a-selfie-with-his-dog>

INSTALL ADDTHIS

1. Go to <https://www.addthis.com/>
2. Sign up for an account
3. Choose and customize social bookmarks
4. Get the code to install

EVALUATE YOUR WEBSITE

HOW DO YOU MEASURE SUCCESS?

WHAT DOES SUCCESS MEAN?

- Increasing the number of visitors
- More visitors signing up for your newsletter
- Visitors staying on the site longer
- Higher website ranking
- Increase in sales of specific products or services
- Increase in customer conversion rate
- Increased number of returning visitors
- Reduction in the amount of phone support required to support a product
- Increased brand awareness
- Improved customer communication and awareness
- Increase in the number of employees applying for jobs

SUCCESS

- You won't see success right away. But you can track it over time with analytics.
- Analytics won't tell you why someone left your website or why something is failing.

TESTING WEBSITE USABILITY

TEST YOUR SITE ON REAL PEOPLE

- Use analytics to tell you what your problem pages are.
- Get help from 3-5 people
- Ask questions
- Take the feedback and use it find solutions

EXAMPLE QUESTIONS TO ASK

1. Does the overall look of our home page support our position as a mid- to high-range provider?
2. Is the home page too "busy?"
3. Would a visitor rather search by using the search engine on the top left-hand side or navigate a tour page? Why?
4. Is the navigation from the home page easy to understand?
5. What is the worst thing on the home page?
6. What aspect of the site confused you?

ACTIVITY: USABILITY CHECK

Go to <https://stayintech.com/UX> and use the Usability Checklist to take a look through your website (or website of your choice).

Get a feel for what things you should be looking for.

GETTING FEEDBACK FROM YOUR VISITORS

WAYS TO GET FEEDBACK

- Give surveys to your visitors and people on your mailing list
- Read blog comments
- Encourage your mailing list to reply back with problems they're having
- Keep track of technical support issues and pay attention to patterns

TIPS FOR CREATING SURVEYS

- Keep them short.
- Online form abandonment is at about 40%.
- Offer a reward or discount for finishing the survey.
- Keep in mind that not everyone tells the truth, so stick with questions that aren't too personal if you can.