

Focus on Web Design

Explore how to design your website so that it is optimized for search engines (search engine optimization, or SEO).

Visit the following sites as a starting point as you search for three SEO tips or hints:

- Old Skool Search Engine Success, Step-by-Step:

<https://www.sitepoint.com/article/skool-search-engine-success>

- The 10 Most Important SEO Tips You Need to Know:

<https://neilpatel.com/blog/10-most-important-seo-tips-you-need-to-know/>

- The Definitive Guide to SEO in 2019:

<https://backlinko.com/seo-this-year>

Write a one-page report that describes three tips which you found interesting or potentially useful. Cite the URLs of the resources that you used.

Website Case Study Meta Tags to Promote Websites

Each of the following case studies continues throughout most of the text. This chapter case study focuses on description meta tags.

JavaJam Coffee Bar

See **Chapter 2** for an introduction to the JavaJam Coffee Bar case study. Use the **Chapter 9** JavaJam website as a starting point for this case study. You have three tasks in this case study:

1. Create a new folder for this JavaJam case study.
2. Write a description of the JavaJam Coffee Bar business.
3. Code a description meta tag on each page in the website.

Hands-On Practice Case Study

TASK 1: THE WEBSITE FOLDER. Create a folder called javajam13. Copy all of the files from your **Chapter 9** javajam9 folder into the javajam13 folder.

TASK 2: WRITE A DESCRIPTION. Review the JavaJam pages that you created in earlier chapters. Write a brief paragraph that describes the JavaJam site. Edit the paragraph down to a description that is only a few sentences and less than 25 words in length.

TASK 3: UPDATE EACH PAGE. Open each page in a text editor and add a description meta tag to the head section. Save the files and test them in a browser. They will not look different, but they are much friendlier to search engines!

Fish Creek Animal Clinic

See [Chapter 2](#) for an introduction to the Fish Creek Animal Clinic case study. Use the [Chapter 9](#) Fish Creek website as a starting point for this case study. You have three tasks in this case study:

1. Create a new folder for this Fish Creek case study.
2. Write a description of the Fish Creek Animal Clinic business.
3. Code a description meta tag on each page in the website.

Hands-On Practice Case Study

TASK 1: THE WEBSITE FOLDER. Create a folder called fishcreek13. Copy all of the files from your [Chapter 9](#) fishcreek9 folder into the fishcreek13 folder.

TASK 2: WRITE A DESCRIPTION. Review the Fish Creek pages that you created in earlier chapters. Write a brief paragraph that describes the Fish Creek site. Edit the paragraph down to a description that is only a few sentences and less than 25 words in length.

TASK 3: UPDATE EACH PAGE. Open each page in a text editor and add a description meta tag to the head section. Save the files and test them in a browser. They will not look different, but they are much friendlier to search engines!

Pacific Trails Resort

See [Chapter 2](#) for an introduction to the Pacific Trails Resort case study. Use the [Chapter 9](#) Pacific Trails website as a starting point for this case study. You have three tasks in this case study:

1. Create a new folder for this Pacific Trails case study.
2. Write a description of the Pacific Trails Resort business.
3. Code a description meta tag on each page in the website.

Hands-On Practice Case Study

TASK 1: THE WEBSITE FOLDER. Create a folder called `pacific13`. Copy all of the files from your **Chapter 9** `pacific9` folder into the `pacific13` folder.

TASK 2: WRITE A DESCRIPTION. Review the Pacific Trails pages that you created in earlier chapters. Write a brief paragraph that describes the Pacific Trails site. Edit the paragraph down to a description that is only a few sentences and less than 25 words in length.

TASK 3: UPDATE EACH PAGE. Open each page in a text editor and add a description meta tag to the head section. Save the files and test them in a browser. They will not look different, but they are much friendlier to search engines!

Path of Light Yoga Studio

See **Chapter 2** for an introduction to the Path of Light Yoga Studio case study. Use the **Chapter 9** Path of Light Yoga Studio website as a starting point for this case study. You have three tasks in this case study:

1. Create a new folder for this Path of Light Yoga Studio case study.
2. Write a description of the Path of Light Yoga Studio business.
3. Code a description meta tag on each page in the website.

Hands-On Practice Case Study

TASK 1: THE WEBSITE FOLDER. Create a folder called `yoga13`. Copy all of the files from your **Chapter 9** `yoga9` folder into the `yoga13` folder.

TASK 2: WRITE A DESCRIPTION. Review the Path of Light Yoga Studio pages that you created in earlier chapters. Write a brief paragraph that describes the Path of Light Yoga Studio site. Edit the paragraph down to a description that is only a few sentences and less than 25 words in length.

TASK 3: UPDATE EACH PAGE. Open each page in a text editor and add a description meta tag to the head section. Save the files and test them in a browser. They will not look different, but they are much friendlier to search engines!

Web Project

See **Chapter 5** for an introduction to the Web Project case study. Your task is to add an appropriate description meta tag to each page in the website.

Hands-On Practice Case Study

1. Review the Project Topic Approval document that you created in the **Chapter 9** case study. Take a moment to view the pages that you created in earlier chapters. Write a brief paragraph that describes the Web Project website.
2. Launch a text editor and edit the web pages in the project folder. Add a description meta tag to each page. Save your pages and test them in a browser. They will not look different, but they are now friendlier to search engines!

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A Brief Look at JavaScript and jQuery



Chapter Objectives

IN THIS CHAPTER, YOU WILL LEARN HOW TO . . .

- Describe common uses of JavaScript in web pages
- Describe the purpose of the Document Object Model (DOM) and list some common events
- Code JavaScript methods, properties, event handlers, and event listeners
- Use JavaScript variables, operators, and the if control structure
- Create a basic JavaScript form data validation script
- Describe common uses of jQuery
- Describe how to obtain jQuery
- Use jQuery selectors and methods
- Configure an image gallery with jQuery
- Describe the purpose of jQuery plugins

If a popup window mysteriously appears while you are surfing the Web, you're experiencing the effects of JavaScript. JavaScript is a scripting language and JavaScript commands can be included in an HTML file. Using JavaScript, you can incorporate techniques and effects that will make your web pages come alive! You can display an alert box containing an important message for the user. You can display an image when a user moves the mouse pointer over a link and much more. jQuery is a JavaScript library that provides an easier way to code interactive effects with JavaScript. This chapter introduces JavaScript and jQuery while providing some examples that you can build on to create your own web pages.