

Terms

Search Engine Optimization (SEO): The key steps to let search engines know your website is out there.

Index: Search engines store an entry for webpages they know about in an index. Each entry defines the content and URL of the page.

Crawl: Search engines crawl the web to look for new or updated web pages via links, sitemaps and more. When it finds new content, it will create a new index or update an existing one.

Sitemap.xml: An XML file that lists each URL on your webpage. A sitemap allows for search engines to easily crawl your website. You can create one yourself if you have a small website or use a tool to create one for you.

Robots metatag: Use the robots metatag for pages that you don't want to appear in a search engine list.

Web Accessibility: Internet users with special needs use assistive software and hardware that allow them to surf the web. Designing your site for web accessibility will allow these users to use your site effectively.

Domain Name: The name you choose for your web address. www.mydomainname.com

Domain Name System (DNS): A domain name is listed on an international network of servers called DNS servers. These servers point your domain name to your web hosting providers IP address where your website files are located.

Web Hosting Provider: Your web hosting provider will store your websites files.

SEO Best Practices

Below is a brief synopsis of SEO best practices discussed in class.

1. Create accurate page title meta tag
2. Create a good description meta tag
3. Create effective keywords for use with the keyword meta tag
4. Use heading tags appropriately so the search engine knows what is most important
5. Use breadcrumb lists so users can navigate easily back to where they were
6. Use concise descriptive file names for your web pages. This creates a URL that users will know what to expect from the content on the page. Avoid confusing or long URLs.
7. Create short descriptive link text that describes the linked page content effectively.
8. Build a sitemap.xml file with a list of all the sites you want the search engine to index.
9. Use the robot metatag to prevent the content you want to exclude from appearing in search results.
10. Content is King. If your content is interesting/relevant/useful/trustworthy/authoritative ... users will want to link to it and share it.
11. Avoid distracting advertising
12. Use alt tag for images.
13. Ensure your site is accessible for all users
14. Ensure your website is mobile friendly. A poor user experience on a mobile device can demote your site in the search engine rankings.
15. Analyze your user behavior using google analytics

For more information explore following:

- <https://support.google.com/webmasters/answer/7451184?hl=en>
- <https://www.orbitmedia.com/blog/seo-best-practices/>
- <https://seo-hacker.com/sitemap-effects-seo-tutorial/>
- <https://www.searchenginejournal.com/xml-sitemap-best-practices/237649>

Accessibility Best Practices

1. Use alt tags for your images
2. Consider people who are colour blind when choosing your colours.
3. Ensure you use headers, so the page hierarchy is easily read by screen readers for the visually impaired.
4. Ensure form input fields are clearly labeled and can be easily read by screen readers.
5. Use tables for data only
6. Make you text responsive and do not use absolute values.
7. Ensure your site can be navigated using a keyboard.
8. Do not autoplay media.

For more information explore following:

- <https://www.w3.org/standards/webdesign/accessibility>
- <https://www.dreamhost.com/blog/make-your-website-accessible/>

Tags Discussed in Class

Description	Example
title. Ensure your title is clear and relevant.	<code><title>My Clear Relevant Title</title></code>
Meta tag - description. Search engines use this as the description that shows up in the search results.	<code><meta name="description" content="Clear, concise page description."></code>
Meta tag - keywords. Less necessary than in the past. Search engines now primarily crawl your page to determine what your content is.	<code><meta name="keywords" content="keyword, keyword, keyword, keyword"></code>
Meta tag – robots. If you do not want the page to show up on a search engine.	<code><meta name="robots" content="noindex" /></code>
img alt attribute. All images should contain an alt tag describing what the image is.	<code></code>

label tag. Ensure forms use the label tag to make sure that the screen readers know what is required for the input.

```
<form>
  <label for="fname">First Name</label>
  <input type="text" name="fname">
</form>
```

Anchor links. For longer pages, use anchor links to let users that use a keyboard for navigation, jump to content that interests them.

```
<a href="#mySection2">skip to a section of the page</a>
```

Publishing, deployment, and optimization

- Publish your files to your web hosting server using an ftp application such as [FileZilla](#)
- Ensure that you have an index.html or home.html page so browsers know where to start. The browser expects this naming convention for the main page of your site.
- Use Google analytics to analyze how your site is performing. Optimize the site further if required. Optimization is an ongoing task to ensure your site remains relevant. Visit Google's marketing platform for more information <https://marketingplatform.google.com/about/analytics/>