A picture containing text, clipart, sign

Description automatically generatedAssignment Six

Web Admin (Extra Credit)

***Complete the tasks below. If you need help, please use the learning content provided for each topic. Have fun!***

## Part A: Optimization

### [ Learn: [1](https://www.searchenginewatch.com/2016/01/21/seo-basics-22-essentials-you-need-for-optimizing-your-site/), [2](https://www.youtube.com/watch?v=1dwk_erXAko), [3](https://moz.com/learn/seo) ]

1. Read [**THIS**](https://www.searchenginejournal.com/how-to-choose-a-domain-name/386636/) then choose a domain name to register at [**namecheap**](https://namecheap.com). First see if it is available at [**WHOIS**](https://www.networksolutions.com/whois). If it is, add it to your cart at [**namecheap**](https://namecheap.com).
2. Keywords:
   1. Visit [**http://keywordtool.io/**](http://keywordtool.io/)
   2. Select the Google tab
   3. Enter a keyword for your business
   4. Pick ten results that you like the most and paste them into your E-commerce Plan
3. Meta data
   1. Visit the [**MOZ**](https://moz.com/learn/seo/title-tag) Title Tag page and read their recommendations
   2. After reading, use their [**Title Emulator Tool**](https://moz.com/learn/seo/title-tag) to help you write title tags for these 3 pages on your website:
      1. Home page
      2. Product page
      3. About us page
4. Enable Google Analytics for your Google account.
5. Enable Google Tag Manager for your Google account.
6. Add the tag code to the head and body of your page.
7. Connect Google Tag Manager, your site, and Google Analytics.
8. Use Google Tag Manager to create an FAQ for your site.
9. Add a robots.txt file to your site.
10. Add a sitemap.xml file to your site.
11. Investigate <https://webpagetest.org> ([Here is the book](https://www.amazon.com/Using-WebPageTest-Performance-Testing-Novices-dp-1491902590/dp/1491902590/ref=mt_other?_encoding=UTF8&me=&qid=))

## Part B: SEO

### [ Learn: [1](https://www.searchenginewatch.com/2016/01/21/seo-basics-22-essentials-you-need-for-optimizing-your-site/), [2](https://www.youtube.com/watch?v=1dwk_erXAko), [3,](https://moz.com/learn/seo) [4](https://schema.org/docs/gs.html) ]

1. A~~dd microdata to 10 of your tags in your Mr. & Mrs. Smith Movie Review.~~ Deprecated
2. Add microdata metadata tags to your HEAD.