647 Assignment

1. First of all, search engines are remotely accessible programs that let us conduct keyword searches for information by making use of computer networks. The search is processed when we put in specific phrase, titles of documents, URL's, headers, or even full text into the search engine of our choice. Often the results we get from one search engine may not match the results from another search engine because of the way each search engine processes the information requested. For this reason, I usually tend to use more than one search engine, especially when I am doing a serious search. These days, my go to search engine is Google. I used to search with Internet Explorer, and then Mozilla Firefox. On a regular basis, I alternate between Google, Firefox and Yahoo for specific search.

Google makes searching easy for the following reasons. First, when I go to the page forms mode comes on automatically which has the focus set to a blinking cursor in an edit box. Second, it came with time-saving features such as Google Instant which could be turned on/off. This feature predicts a person's search and shows results while the person is typing his search keyword. Third, one can look for exact words in exact order by including words in quotation marks. Besides, Google isn’t case sensitive. Fourth, the “I am feeling lucky” button takes you directly to the first Web page Google returned for your query. These are, then, some of the reasons I Google most of the time.

Though it appears more cluttered than the Google, I do searches on Yahoo for specific information such as sports and news headlines and links to many other items. Regarding searches, Yahoo works very much the same way as Google.

1. There are different reasons I do searches for. Again, my choice of device depends on where I am searching. Since most businesses today are having a mobile-optimized site and my searches are driven by a need for information on the go, my phone is most available, handy and easy-to-use device.
2. Modern browsers, these days serve dual purpose when answering users' queries: display a combination of organic as well as paid (which is commonly referred to as sponsored) list of results. Organic lists are the result of the calculations that comprise a search engine's ranking algorithm and highest rank in only attained through effective search engine optimization (SEO). This is made possible through intricate ranking calculations that determine the relative relevance of the Web pages listed in the search engine's index in relation to the entered keywords along with many other factors.

On the other hand, paid search engine advertising is built around the so-called pay-per-click (PPC) concept in order to obtain a certain position in search engine listings. In other words the website owner who places the highest bid is ensured the top ranking for a certain keyword. It only depends on how much you pay for.

With over 94% of Internet users using search engines to find what they’re looking for, having an effective presence there is vital. Though it takes a lot of time and effort to develop the most relevant web presence, organic ranking is free. Moreover, I found organic results more reliable than the paid ones and most people do feel the same way.

When talking about cons of organic listing, the most important one is lack of control over the ever changing search engine result preference criteria as well as the secret formula Google uses to push your page to the top of the list. Our knowledge is limited to what Google calls “best practice”, which is not really the only thing required.

Regarding paid search traffic, the first advantage is one can have full control over  payment set up and budget how much you are going on daily basis. Similarly, you can control the type of visitors to your site making every dollar you spend more efficient. These holds true for both pay-per-click (PPC) and pay-per-thousand (CPM) plans.

The disadvantages to the paid plan is increased competition in this market has driven costs up, more so in certain markets.  Higher competition also means that those companies with big budgets and man power tend to have the dominant positions.

1. This summer, I frequently searched for keyword related to the classes I am taking. Most often, the following sites rank at the top.

www.w3schools.com

[https://forum.**jquery**.com](https://forum.jquery.com)

[www.jquerybyexample.net](http://www.jquerybyexample.net)

<https://www.sitepoint.com>

stackoverflow.com

For me, one of the reasons is their bigger brand and the resulting bigger social media reach. The second reason is that they are well-written, as are a decent number of images and strong internal links. Page load speed also is a factor, as is the word count, when it comes to backlinks. If you’re consistently publishing good content, steadily acquiring backlinks, and adding rich media including images and video, you’re taking all the right steps to maintain a solid ranking.

Definitely, whether I’m using Internet Explorer (IE), Firefox or Google Chrome, the rankings comes with drastically different search results – both in maps and organic. Google rankings change based on numerous factors – the browser being one of them. But if you log into Google while using Chrome, the results are personalized based on past search history and preferences. Being logged in is a big factor in the results, followed by location.

1. 1. Travel Comp: 1220000 Global: Monthly:
2. Service Comp: 8230000 Global: Monthly:
3. Limo Comp: 450000 Global: Monthly:
4. Quality Comp: 3680000 Global: Monthly:
5. Sales Comp: 1830000 Global: Monthly:
6. Promotions Comp: 301000 Global: Monthly:
7. Fleet Comp: 110000 Global: Monthly:
8. Contact Comp:673000 Global: Monthly:
9. Tour Comp:201000 Global: Monthly:
10. Price Comp:450000 Global: Monthly:
11. [www.**tutorialspoint**.com](http://www.tutorialspoint.com)

www.w3schools.com

stackoverflow.com

I usually go to these sites for information. stackoverflow.com is more of community contribution- it surely needs crosschecking. Still it is a good resource in which I get answers for all my questions. [www.w3schools.com](http://www.w3schools.com), on the other hand well-written, well-organized and easy to understand. It also has sample demo, but the content is not considerably deep. If I have to use the information from these site, I definitely, need to consult another resource. [www.**tutorialspoint**.comnd](http://www.tutorialspoint.comnd) has limited areas of explanation, but detail. I may not find answer for all coding questions; still it gives detail analysis of queries.

There simplicity is what I would like have in my site.

1. For all three scenarios, the first thing I want to fix is the form: I will simply put placeholder text instead of actual text. For international visitors, I will definitely consider putting translations of the components. Besides, there should be a separate promotion page, put appropriate text instead of the extended paragraphs on the footer area.
2. [www.**sandiego**.org](http://www.sandiego.org) <https://www.sdmts.com>

Interactive navigation interactive navigation

Overcrowded homepage good layout

No site map has site map

1. <?xml version=”1.0” encoding=”UTF-8?>

<urlset xmlns=<http://www.sitemaps.org/schemas/sitemap/0.9>>

<url>

<loc>http://www.example.com</loc>

<lastmod>2005-01-01</lastmod>

<changefreq>Monthly</changefreq>

<priority>0.8</priority>

</url>

<[url](http://www.sitemaps.org/protocol.html#urldef)>

      <[loc](http://www.sitemaps.org/protocol.html#locdef)><http://www.example.com/catalog?item=74&amp;desc=vacation_newfo> undland</loc>

      <[lastmod](http://www.sitemaps.org/protocol.html#lastmoddef)>2004-12-23T18:00:15+00:00</lastmod>

      <[priority](http://www.sitemaps.org/protocol.html#prioritydef)>0.3</priority>

</url>

</urlset>