
 GENERAL ASSEMBLY

FRONT-END WEB DEVELOPMENT

Felix Cohen

felix@felixcohen.co.uk

TOPICS

Quiz

Search Engine Optimization

Ecard.ly

SEARCH ENGINE OPTIMIZATION (SEO)

SEO: SEARCH ENGINE OPTIMIZATION

What is SEO?

Why would I use it in my site?

SEO: USE HEADING TAGS APPROPRIATELY

- Use heading tags `<h1>` (the most important) through `<h6>` (the least important) to emphasize important text
- When you have for instance a `<h1>` and `<h2>` that belong together put them inside of a `<hgroup>`
- Never put all of the page's text into a heading tag!
- `<article>` elements on the page can have their own headers

SEO: MAKE IMAGES SEARCHABLE

- Use brief, but descriptive filenames
- Avoid using generic filenames like "image1.jpg"
- Avoid stuffing lengthy keywords into alt text or filenames
- Always use the alt attribute on the `` tag

SEO: MAKE USE OF META TAGS

- Meta tags go in the `<head>` and have a name and content
- `<meta name="description">` is a brief summary of what this page contains; search engines may use this on the search results page
- `<meta name="keywords">` is a comma-separated list of relevant keywords that you want to match your site
- `<meta name="author">` is you (or whoever made

SEO: PAGE TITLES

- Tells both users and search engines what the topic of the page is
- Use brief, but descriptive titles
- Page title is usually displayed in search results
- Page title is used as the file name when saving the page
- Create unique titles for each page (nothing so annoying than saving many pages as pdfs with having to rename every one)

SEO: STRUCTURE OF YOUR URLS

- Try to keep the url of your page short and meaningful
- A good example is <http://generalassemb.ly/education>
- This is sometimes a discussion with back-end engineers
- Keep the titles of your URLS (and therefore files) all lowercase, without spaces, and when in doubt separate words with a "-" hyphen as opposed to a "_" underscore

SEO: USE MOSTLY TEXT FOR NAVIGATION

- Avoid using images, Flash or JavaScript
- You don't want the user to have to wait until the whole page is loaded until they can navigate; sometimes the page fails to fully load!
- If images, at least use alt text
- Feel free to style text with background images or other CSS

LAB TIME

GETTING STARTED WITH ECARD.LY

- Create the `#container` div in HTML and center it using CSS
- Add the repeating background image using CSS and give it a fall back color
- Add the logo on a `<h1>` using Scott Kellum's Image Replacement Method
- Add your basic global styles for the site ("`body`, `h1`, `h2`, `p`", etc)
- Add the remaining content in the HTML and style the remainder of the site using CSS

GETTING STARTED WITH ECARD.LY

When to use HTML `` vs. CSS background-image?

GETTING STARTED WITH ECARD.LY

What is "image replacement" and why should I care?

