

FRONT-END WEB DEVELOPMENT

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TOPICS

Quiz
Search Engine Optimization
Ecard.ly

QUIZ

- 1. What CSS property would you use to change font color?
- 2. How much margin is being applied to the bottom of this h2 selector? h2 { margin: 5px 2px 0px 2px; }
- 3. On a project you are building, you have just added a series of link <a> elements. Should you assign each of them the same (ID / CLASS) attribute?
- 4.4. A "block" element takes up the full width available and forces a new line.

TRUE or FALSE?

5.5. Which CSS property would you use to remove an underline from a link: "text-decoration" or "text-transform"?

SEARCH ENGINE OPTIMIZATION

SEO: SEARCH ENGINE OPTIMIZATION

What is SEO?

Why would I use it in my site?

SEO: USE HEADING TAGS A

The following slides are best practices to increase SEO on a site.

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If you have more insights please share with your class.

- Use heading tags <h1> (the mos through <h6> (the least importa 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="author"> is you (or whoever made the site)

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

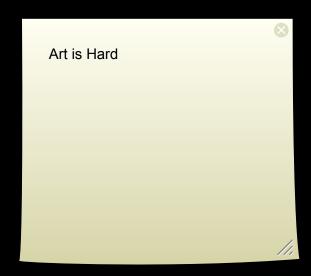
SEO: USE MOSTLY TEXT FOR NAVIGATION

- 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

SEO: USE QUALITY(& RELEVANT) CONTENT

- Write for your users, not search engines
- Make it easy to share pages that you think make sense to share
- URLs that match page titles that match headers are good for content
- If you are targeting specific keywords, make sure to include those keywords in page titles, headers and body copy. Don't overdo it though!

LABTIME



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?



