

---

---

 GENERAL ASSEMBLY

# FRONT-END WEB DEVELOPMENT

Emerson Taymor  
co-founder, philosophie

# TOPICS

Quiz

Search Engine Optimization

Ecard.ly

## LESSON 4: PAGE LAYOUT AND SEO

# 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)**

# **SEO: SEARCH ENGINE OPTIMIZATION**

What is SEO?

Why would I use it in my site?

# SEO: USE HEADING TAGS A

.Y

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

If you have more insights please share with your class.

- ▶ Use heading tags `<h1>` (the most important text) through `<h6>` (the least 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 `<img>` 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 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!

# 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 `<img>` vs. CSS background-image?

# **GETTING STARTED WITH ECARD.LY**

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



