

SEO Workshop

And other goodies

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Today...



- SEO
- Web accessibility
- Social Media Cards



Today's Product



Blood

Blood going towards the heart is carried through veins from the lungs to the left atrium is carried through the pulmonary veins while blood coming from the body to the right atrium is carried through the superior vena cava and inferior vena cava.

Importance of blood by: James Hughes
www.blood.com

wikiHow

In pairs

- Write notes about each topic
 - Include a short summary
 - Find some good examples
 - Share on Fronter



How search engines find sites



Semantic Markup



Make your content understandable
to humans AND machines



Search engines try to understand
content like a human.

Help them.



Use **semantic** markup.

Don't just add content,
say what it is.



Text markup

<h1> - <h6>

<p>, ,

,

<address>



Structure markup

<section>, <article>, <aside>

<nav>, <header>, <footer>



Don't use empty tags

<div>,

Unless you *need* to



Remember alt attributes

``

These are text versions of what the images and should be able to replace the image.



This is bad

``



This is worse

``

*Yeah, this is what apple.com is doing.
Douchebags...*



Extend HTML markup with Microdata

Allows you to say something about:

- Events
- People
- Products
- Reviews
- Opening Hours
- Etc



WAI ARIA



<!-- This is a tabs widget. How would you know, looking only at the markup? -->

<li id="ch1Tab">

Chapter 1

<li id="ch2Tab">

Chapter 2

<li id="quizTab">

Quiz

<div>

<div id="ch1Panel">Chapter 1 content goes here</div>

<div id="ch2Panel">Chapter 2 content goes here</div>

<div id="quizPanel">Quiz content goes here</div>

</div>

```
<!-- Now *these* are Tabs! -->
```

```
<!-- We've added role attributes to describe the tab list and each tab. -->
```

```
<ol role="tablist">
```

```
  <li id="ch1Tab" role="tab">
```

```
    <a href="#ch1Panel">Chapter 1</a>
```

```
  </li>
```

```
  <li id="ch2Tab" role="tab">
```

```
    <a href="#ch2Panel">Chapter 2</a>
```

```
  </li>
```

```
  <li id="quizTab" role="tab">
```

```
    <a href="#quizPanel">Quiz</a>
```

```
  </li>
```

```
</ol>
```

```
<div>
```

```
<!-- Notice the role and aria-labelledby attributes we've added to describe these panels. -->
```

```
<div id="ch1Panel" role="tabpanel" aria-labelledby="ch1Tab">Chapter 1 content goes here</div>
```

```
<div id="ch2Panel" role="tabpanel" aria-labelledby="ch2Tab">Chapter 2 content goes here</div>
```

```
<div id="quizPanel" role="tabpanel" aria-labelledby="quizTab">Quiz content goes here</div>
```

```
</div>
```

Assignments on Fronter

