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Chapter 11

Extend Your Knowledge

**Learning More About Google’s Webmaster Guidelines**

1. Use your browser to search for Google Webmaster Guidelines.

2. Read the information and use your word processor to summarize your findings.

3. Include the following information in your response.

a. Identify at least three general guidelines.

b. Identify at least three quality guidelines.

c. Identify a something new you learned to help with SEO.

d. Identify at least five things to avoid.

4. Name your file Extend11 and submit it in a format specified by your instructor.

Google outlines several areas within its webmaster guidelines, including design and content guidelines, technical guidelines, and quality guidelines. If you follow their guidelines, Google says it will help find, index, and rank your website.

**General Guidelines**

Review Google’s SEO guide and use it to improve your website’s SEO. Allow Google’s robots access to crawl all pages and content within your website, including JavaScript files. Check and correct broken links. Test your website in all major browsers. Monitor the performance of the website performance. Use a simple URL structure. Secure your website with HTTPS. Design for all size viewports. Make pages accessible to screen readers.

**Quality Guidelines**

Website pages should be user-focused and not search-engine focused. Do not attempt to trick a search engine to improve SERP, as this could negatively impact your SERP and possibly result in being removed from Google’s results. Include content that makes your website unique.

**SEO**

Allow Google to crawl your website. Submit your sitemap to Google. Limit the numbers of links on a single webpage. Ensure that the web server supports the If-Modified-Since HTTP header, as this informs Google of site content changes.

Avoid the following:

* Devious redirects
* Hidden text
* Link schemes
* Webpages with malicious behavior
* Irrelevant keywords

Google’s webmaster guidelines are available at:

<https://support.google.com/webmasters/answer/35769?hl=en&ref_topic=9456575>