On some of the pages I have made notes in red on the Sketch file to make them more clear, ignore those in markup theyre just there for reference.

## Header

1. For phase 1, I am stripping the header of "Research Papers", "Case Studies", and "Speeches". It will just be logo on home page or logo + search bar on other pages.

## Index

1. Added a "Popular Writing Guides" section at the top of the page, these don't link to essays, they link to some free guides. They display slightly different than an essay tile (no word count or pages)
2. Each writing guide title will have an H3 tag on it (noted in red text)
3. I changed some of the section headings and applied an H2 tag to all of them (in red text)
4. Removed the free essays.
5. At the bottom added a new section with some text and links. This is text that is on the old domain I bought so I want to keep it on page as not to alert Google too much.
6. For all tiles, make only title clickable. User should be able to select the text preview. I think this might have an impact on how Google reads text.

## Topics

1. Change the H1 heading to say “Essay” instead of “Essays”.
2. Each essay result now has a label above the title that is not clickable and will be given an H2.
3. The essay title now gets an H3
4. No change to all the titles in the accordion, those do not get H3.
5. Only thumb and title are clickable, user should be able to highlight the text preview instead of link.
6. Add rel canononical
7. Meta properties:

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/{taxonomy slug} |
| Meta title | {taxonomy name} Essay - Find Student {taxonomy name} Essays, Research Papers and Term Papers. |
| Meta description | Find {taxonomy name} example essays, research papers, term papers, case studies or speeches. |
| Meta keywords | {taxonomy name} essay, essay on {taxonomy name}, {taxonomy name} essays for school, essays on {taxonomy name} for college, {taxonomy name} speech, {taxonomy name} research paper, {taxonomy name} term paper |
| Canonical | http://www.site.com/{taxonomy slug} |
| H1 | {topic\_name} Essay |
| H2 | Essay on {title} |
| H3 | {essay title} |

## Essay page

1. Changed the labels for related essays and made them H2
2. All related essay titles only will be H3
3. Related essay tiles should only have the title clickable, the text preview should be able to be selected since I think there could be Google issues.
4. Add rel canonical
5. Add nofollow tag to CTA at bottom of essay
6. Meta properties:

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/essay-on/{slug}/{id} |
| Meta title | {essay\_title} Essay - {word\_count} Words |
| Meta keywords | {keywords} |
| Meta description | Read this full essay on {title}. {First words of preview until 150 word description total, the truncate on last word before 150 with elipsis...} |
| Canonical | http://www.site.com/essay-on/{slug}/{id} |
| H1 | {essay\_title} Essay |
| H2 | Find Another Essay on {title} |

## Sign Up Pages

These are new pages that are only there to increase time on site, a user gets there by clicking “Read More” on essay page. If you want to test your Ruby skills here, just bear in mind the site will be a Ruby app.

1. The first page should load for 30 seconds and go from 0 to 100%. You can use any progress bar that is already made and fits the design. I just used one I found on the internet.
2. This page has a long text field and does not validate. A user can submit it as long as it’s not blank. That is the only validation it makes
3. This loading page holds for another 20 seconds.
4. This page will always display even if the text matches

## Guides

These are a new page type that just has written information like the legal pages. The only thing that’s important is giving the title an H1 tag and assigning meta properties.

1. Beginning

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/beginning-the-writing-process |
| Meta title | How to Begin the Writing Process - BrightKite.com |
| Meta description | Find useful free guides on beginning the writing process on Bright Kite. Get started writing your essay now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/beginning-the-writing-process |
| H1 | Writing Guide: Beginning the Writing Process |

2. Argumentative Essay

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/argumentative-essay |
| Meta title | How to Write an Argumentative Essay - BrightKite.com |
| Meta description | Find useful free guides on writing argumentative essays on Bright Kite. Get started writing your essay now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/argumentative-essay |
| H1 | Writing Guide: Writing an Argumentative Essay |

3. Descriptive Essay

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/descriptive-essay |
| Meta title | How to Write a Descriptive Essay - BrightKite.com |
| Meta description | Find useful free guides on writing descriptive essays on Bright Kite. Get started writing your essay now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/descriptive-essay |
| H1 | Writing Guide: Writing a Descriptive Essay |

4. Expository Essay

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/expository-essay |
| Meta title | How to Write an Expository Essay - BrightKite.com |
| Meta description | Find useful free guides on writing expository essays on Bright Kite. Get started writing your essay now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/expository-essay |
| H1 | Writing Guide: Writing an Expository Essay |

5. Narrative Essay

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/narrative-essay |
| Meta title | How to Write a Narrative Essay - BrightKite.com |
| Meta description | Find useful free guides on writing narrative essays on Bright Kite. Get started writing your essay now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/narrative-essay |
| H1 | Writing Guide: Writing a Narrative Essay |

6. Research Paper

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/research-paper |
| Meta title | How to Write a Research Paper - BrightKite.com |
| Meta description | Find useful free guides on writing research papers on Bright Kite. Get started writing your research paper now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/narrative-essay |
| H1 | Writing Guide: Writing a Research Paper |

7. Thesis Statement

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/thesis-statement |
| Meta title | How to Write a Thesis Statement - BrightKite.com |
| Meta description | Find useful free guides on writing a killer thesis statement on Bright Kite. Get started writing your essay now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/thesis-statement |
| H1 | Writing Guide: Writing a Thesis Statement |

8. Essay Writing

|  |  |
| --- | --- |
| **Attribute** | **Value** |
| URL | http://www.site.com/guide/essay-writing |
| Meta title | How to Write an Awesome Essay - BrightKite.com |
| Meta description | Find useful free guides on writing a killer essay on Bright Kite. Get started writing your essay now. It’s easier than ever. |
| Canonical | http://www.site.com/guide/essay-writing |
| H1 | Writing Guide: Writing an Awesome Essay |