

# Search Engine Ranking Report

## 1. Research Questions:

- How does a search-engine work ?

How Search algorithms work. ... Search Engine Ranking systems are designed to do just that: sort through hundreds of billions of webpages in our Search index to find the most relevant, useful results in a fraction of a second, and present them in a way that helps you find what you're looking for.

- Why do different search-engines give different ranking to websites (Links to an external site.) for the same search phrase?

Each Search Engine has its own way of ranking website. Each and every Search Engine will have a different way to calculate the rankings by using their own algorithms. Plus, no Search Engine will produce the same result because of the different algorithms used by different Search Engines.

- What is a <meta> tag (Links to an external site.)? What is the purpose for Keywords and Description meta tags?

**Meta tags** are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's source code. Meta tags are essentially little content descriptors that help tell search engines what a web page is about.

**The meta keywords tag** is one of several of meta tags that you can insert into your web pages to provide search engines with information about your pages that isn't visible on the page itself. But Google said they don't use keywords in meta tags for search engine.

- Why might you include meta tags in your pages? Do meta tags make your pages more easily searchable or improve its ranking?

**Meta tags** are important because they impact how your site appears in the SERPs and how many people will be inclined to click through to your website. They will therefore impact your traffic and engagement rates, which can impact your SEO and rankings. **Meta tags** are an important part of a solid SEO strategy.

Google says that meta descriptions do not directly impact search engine rankings. However, these descriptions can indirectly impact SEO through click through rates.

- What are several ways that you can publicize a website project and make it more visible on the web?

Here are seven quick and easy ways to make your site more visible to search engines:

- Optimize every page of your site with rich content.
- Write unique title tags and meta descriptions for every page.
- Weed out 404 errors.
- Make your content easily shareable.
- Optimize your images.
- Make your site load faster.
- Include structured markup.

2. Complete the following table of information from your three comparable websites.

	URL	Words used in page titles and headings	Words used in Description meta tags	Words used in Keyword meta tags
Site 1	<<https://www.backyardboss.net/cheap-landscaping-ideas/>>	Title: "40 Awesome and Cheap Landscaping Ideas: #27 is Too Easy!". Heading: "#Cheap_Front_Yard_Landscaping_Ideas".	Do you want to spruce up your yard but have a thin budget this year? Don't let that stop you Here are some great ideas that won't bust the bank Number 3 is must read!	Designs and ideas
Site 2	https://town-n-country-living.com/5-inspiring-ways-create-cottage-style-garden-humpdays-houzz.html	5 Inspiring Ways to Create a Cottage Style Garden - Town & Country Living	Cottage style gardens are wildly popular today and tend to be lower maintenance than their formal counterparts. See how easy it is to add cottage style.	Town & Country Living
Site 3	https://www.countryliving.com/gardening/garden-tours/g1432/landscaping-ideas/	67 Front and Backyard Landscaping Ideas - Best Landscape Designs	Looking to refresh without renovating? Consider landscaping your yard. These ideas, including landscaping design, garden ideas, and garden design, will inspire.	garden ideas, garden design ideas, grass landscaping ideas, landscape design, small garden design ideas, landscape design ideas, flower garden, landscaping, best landscaping ideas, easy landscaping ideas

3. Based on your research, suggest appropriate updates to your website's titles and headings.

By comparing my website to these 3 website above table, the title "Front and Back Yard Ideas" is appropriate. The heading might consider "Garden, Landscape, Country Living".

4. Keywords meta tag that you can use in your site (make the tags complete so you could cut & paste them into your code later).

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<meta charset="UTF-8">
```

```
<meta name="description" content="Front and Back Yard Landscape Garden Ideas">
```

```
<meta name="keywords" content="Garden, Landscape, Front and Back Yard, Plant ">
```

```
<meta name="author" content="Gang Ruan">
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
</head>
<body>
<p>All meta information goes in the head section...</p>
</body>
</html>
```

5. List three techniques to publicize your personal website that make sense for your site's purpose and its audience.

1) Guest Blogging:

Guest blogging is a great all-in-one method to establish presence within your niche, grow your backlink profile and make some connections in the industry—all of which are instrumental to promote your website in the long run.

How it works in a nutshell: you write for other blogs.

2) Search Engine Optimization (SEO)

Search Engine Optimisation, or SEO for short, is the process of getting your website ranked highly on search engines like Google. Think: if you were selling flowers, and your website is the number one Google result for “flower delivery”, just how much traffic would your website get?

3) Build some Links to popular social media or commercial websites

The “front page of the internet” has huge potential only if you know how to tap it. Popular social media and commercial websites can bring huge potential for internet traffic. Websites: such as facebook, reddit, quora, pinterest, homedepot. Create an account to joint these websites and be active and find some way to build connections or links.

Bonus Question: A number of resources on the internet say that the Keywords meta tag isn't used anymore or should be avoided. For what situation(s) / reason(s) should it still be used today?

Meta-keywords were used by search engines from 1995 to 2009. It's rumored that most search engines really stopped using this well before 2009, but 2009 was the year that Google categorically said they were no longer using them as a ranking factor.

They probably weren't using it very much at all in 2000, 2001, but they were still overused by webmasters.

Meta-keywords were too easy to spam with and almost all major search engines (Google, Yahoo, Bing) have discontinued support for this meta-tag -they don't consider it a ranking signal anymore so it doesn't influence their SERPs anymore. Even SEO tools like Yoast have

discontinued their usage – and you should too regardless of how you edit your metadata (from the source code or by using any kind of tool).

If you want to take a look at what it looks like, let's say we were optimizing an emoji site. Trying to rank for different terms like (in `<meta name="keywords" content="blue emojis", "red emojis", "smiley emojis", "sad emojis"` would look something like the image below (and this would be used in the head of your document):

Long story short, don't use the meta keyword tag. Use this SEO checklist instead. You can download SEA checklist from the website and setup your own.