Analyzing Your Website to Improve SEO

# Answer the Following Questions

*(3 points each)*

1. To see if your site is indexed, you need to type in a keyword at the beginning of the URL. What is that keyword?
2. There are many different types of page components on a web site that are important for people browsing the site to use. Which of these three components are not effective for SEO?
3. What is an orphaned file on a web site? Name two ways in which you can create an orphaned file.

Orphaned files are any pages, images, stylesheets or other content on your server that are no longer used by your active website. Orphan files are created when the parent file that links to the child file is removed or the path to the file is no longer in use.

1. The author mentions URL rewriting but fails to give a good definition. Use the Internet to search and find a definition for URL rewriting and provide an example.
2. The author mentions 301 redirect but fails to give a good definition. Use the Internet to search and find a definition for a 301 redirect and provide an example.

A 301 redirect is a permanent redirect of a url which passes between 90-99% ranking power to the redirected page.

1. Why are iframes considered a poor choice for SEO?

The content within iframes is not typically crawled or indexed and credit is not attributed to the page where iframes are embedded. Because the content within the iframe is attributed to the source URL and not your own page, iframes to not offer any inherent SEO value for your on-page optimization.

1. In what two ways is the HTML <title> tag used by search engines.

The HTML title tag is used as the first line displayed in a search query

1. What should you use in the <title> tag instead of/or in combination with the company’s name?

You should use the company name and other bits of important information such as the location or a few of its main focuses or offerings.

1. Why should you use title case in the <title> tag? Is this a benefit to the person viewing the site, the search engine, or both? Provide an example.
2. From an SEO perspective how should you treat the meta tags, description and keywords? Should they be totally ignored, or if they have data entered for them, how much time should you dedicate?
3. From an SEO perspective why should you store your JavaScript and CSS pages separately?
4. What are rich snippets? Are they useful for SEO? Provide an example. (You may have to dig around on the Internet for some of this).
5. What is microdata format?
6. Do the HTML heading tags, <h1>, <h2>, <h3>, etc. have a hierarchy as far as search engines are concerned? If so, which one has the most weight?
7. Keywords are important and they are almost everywhere on your site. List at least eight places on your site where keyword placement is considered important.
8. Should you use use the term “Click here” on your site? Explain.
9. Why is javascript not used by search engines? (this gets a little technical). Keep in mind that it is not necessarily bad to use JavaScript menus just include a way that the search engine can find all of your pages within your site.
10. Describe a situation where you would use the geo meta tag.
11. What is the Panda update? Provide an example of how it is different from Google’s earlier algorithm.
12. What is the Penguin update? Provide at least three examples.
13. Aside from the fact that they are different languages, what is the difference between the HTML and XML sitemap?
14. What are some ways that you can start creating backlinks?