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?

Site:

1. 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?

Multimedia such as images, video, and audio clips are difficult for search engines to analyze and understand.

1. 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.

URL rewriting improves the usability and search friendliness of site by providing a memorable URL instead of the default URL which is less user friendly. This page gives an example of URL rewriting. <https://www.addedbytes.com/blog/url-rewriting-for-beginners>

1. 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. <https://www.peopleshost.com/2017/05/permanent-301-redirect-htaccess-code-example/>

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 and it is also displayed at the top of your browser and acts as a placeholder, especially for users with multiple open tabs.

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.

The title tag tells both users and search engines what the topic of the page is. Title case doesn’t necessarily have an effect on the search engine but is more readable for users, thus promoting more visits to the site. This post shows an example of the visual difference between title case and all caps. <http://www.accella.net/knowledgebase/advice/does-capitalization-of-title-tags-affect-seo-ranking/>

1. 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?

Description meta tags are important because Google might use them as snippets for your pages. You may dedicate a sentence or two or a short paragraph to the page’s description. This helps the search engine and user determine what the page is about.

1. From an SEO perspective why should you store your JavaScript and CSS pages separately?

JavaScript and CSS should be stored separately from the HTML page to optimize your pages’ loading speed. Content (HTML) and visuals (CSS) should load first and then take care of JavaScript functionality.

1. 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).

Rich Snippets is the term used to describe structured data markup that site operators can add to their existing HTML, which in turn allow search engines to better understand what information is contained on each web page. This is useful for SEO because when Rich Snippets are employed, Google is now able to display a bit more information about the actual result, including whether this particular result is a review, a person, a product, business and more. This page has examples of that. <https://unamo.com/blog/seo/beginners-guide-rich-snippets>

1. What is microdata format?

Microdata is an HTML specification used to nest metadata within existing content on web pages.

1. 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?

The structure of a website or a shop is of great importance for its chances to rank in search engines. It helps the search engine understand your site, prevents competing with your own content, and deals with changes in your website.

1. 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.

File name, title tag, h1, sub-headings, in the actual content, anchor tags, in the first 25 words of your page, and in the last 25 words of your page

1. Should you use use the term “Click here” on your site? Explain.

Just like sighted users scan the page for linked text, visually-impaired users can use their screen readers to scan for links. As a result, screen reader users often do not read the link within the context of the rest of the page. Using descriptive text properly explains the context of links to the screen reader user.

1. 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.

JavaScript is not used by search engines because the crawlers have a difficult time search through JavaScript to find the information they are looking for, such as keywords and relative text about the site.

1. Describe a situation where you would use the geo meta tag.

Geo meta tags are for use if you have a physical location that is important for your business, for example a restaurant. They can also be used for businesses that have stores throughout the country, with Geo Tags assigned to any corresponding page for each individual location.

1. What is the Panda update? Provide an example of how it is different from Google’s earlier algorithm.

The stated purpose of the Google Panda algorithm update was to reward high-quality websites and diminish the presence of low-quality websites in Google’s organic search engine results. This site gives an example of what Google’s original algorithm would search for. <https://moz.com/blog/google-algorithm-cheat-sheet-panda-penguin-hummingbird>

1. What is the Penguin update? Provide at least three examples.

The goal of Penguin is to reduce the trust that Google has in sites that have cheated by creating unnatural backlinks in order to gain an advantage in the Google results.

1. Aside from the fact that they are different languages, what is the difference between the HTML and XML sitemap?

The simplest explanation is that XML is primarily for the search engines while HTML is written for the users. A XML sitemap protocol is specifically intended for search engine spiders. At its root, XML is a file that includes all the behind the scenes activity on a web site.

1. What are some ways that you can start creating backlinks?

Guests articles, broken-link building, infographics, internal links, promoting content, testimonials, donating to non-profits, and getting interviewed