Name: \_Isabelle Nowobielski\_\_\_\_ Date: \_\_\_12/16/2024\_\_\_\_\_\_\_

Use the three websites you chose for the **Taking a Closer Look** worksheet, or choose **three** new

websites you visit frequently. For each website, list the things they have included that are likely to

improve their search engine result standings. Then, list SEO techniques they didn’t use but could have to

improve their rankings without resorting to Black Hat techniques.

**Website 1**

1. What is the website address (URL)?

[Facebook](https://www.google.com/search?q=facebook&rlz=1C1JZAP_enUS917US917&oq=facebook&&safe=active&ssui=on)

2. In what ways has this website effectively used SEO techniques?

It allows users to have their own following and monitors what they like to see. This brings more interest into the visitor's eyes creating them to stay on this sight longer.

3. What other SEO techniques could be implemented on this website to possibly improve its search

engine rankings?

Using more common words to encourage the Search engine for posts such as news articles or large feeds would help bring more attention to looking on this platform.

**Website 2**

1. What is the website address (URL)?

[Zoom](https://www.zoom.com/)

2. In what ways has this website effectively used SEO techniques?

As you move your screen up and down the words, images, and appeal will change. The ads are very interactive and appealing to the eye when you first click on the link.

3. What other SEO techniques could be implemented on this website to possibly improve its search

engine rankings?

The platform is pretty well balanced from ratings, to appeal, and easily findable on the search engine.

**Website 3**

1. What is the website address (URL)?

[Skyward](https://skyward.iscorp.com/scripts/wsisa.dll/WService=wscommedfordwi/seplog01.w)

2. In what ways has this website effectively used SEO techniques?

The login can be found easily as that is the first thing that pops up.

3. What other SEO techniques could be implemented on this website to possibly improve its search

engine rankings?

It is a very outdated and bland website. It does not encourage me to stay on there or learn more from the get-go. I find it hard to go through the website and find what I am looking for without assistance.