**Apply Your Knowledge**

In this exercise, you researched information about how to build good credit. Return to one of the websites you used to conduct your research and view the page’s source file. Identify the meta tags used for the webpage.

I obtained my information from Creditcards.com. The website includes the following meta tags:

<meta name="description" content="A good credit score is more important than ever, and experts say following these 10 steps can put a student on the right credit path" />

<meta name="keywords" content="credit scores, students, credit reports, good credit, credit cards" />

<meta name="author" content="CreditCards.com">

**Extend Your Knowledge**

In this exercise, you learned more about Google’s webmaster guidelines. Research Bing’s webmaster guidelines and identify three of its guidelines that coincide with Google’s guidelines.

Three of Bing’s guidelines that coincide with Google’s guidelines include:

1. use valuable, meaningful content
2. use of title and meta tags
3. avoid link schemes and shady redirects

**Analyze, Correct, and Improve**

Research why Google no longer supports the keywords meta tag and summarize your findings.

Google found that many web developers were using keywords that did not pertain to the content of their website. Since this was a growing trend, Google opted to remove the keywords meta tag from its algorithm, thus rendering the keywords meta tag useless for the Google search engine.

**Lab 1**

Research domain name ideas for this website and provide a list of three, available domain name options.

The following three domain names are available for purchase:

1. newharvestfb.org
2. newharvfood.org
3. nharvestfood.org

**Lab 2**

Research how you can stop a robot from indexing a page. Discuss how and why you would do this.

If you have published a page that is only meant for a small group or audience, you may want not want the page indexed by robots. To stop a robot from indexing a page, use the following meta tag.

<meta name=”robots” content=”noindex”>

**Lab 3**

Use your browser to research an SEO company and provide a list of their services and costs.

seoWorks is a search optimization company that provides the following services:

* Web design
* Keyword research
* SEO strategy
* Custom link development
* Search engine verification
* Competitor research
* Copywriting services
* WordPress services

Prices ranges from $2,490 - $5,790 per month.

Their website is seoworks.com

**Your Turn 1**

Use your browser to research the software needed to host your own web server and summarize your findings.

In order to host my own web server, I would need a Windows server machine with IIS (Internet Information Services) for Windows Server. I would need a reliable Internet connection to connect my server to the World Wide Web. I would also need to monitor my server on a regular basis for performance, efficiency, and security.

**Your Turn 2**

Create a marketing plan with at least five steps you can take to market this website.

I would take the following minimum steps to market my website:

* Promote my website through social media
* Register my website with prominent search engines
* Develop an online advertising campaign
* Ensure that my URL is included on all print material, including business cards and brochures
* Efficiently execute SEO

**Your Turn 3**

As a group, research how to create an HTML site map for Google. Use your findings to create a site map.

To create a Google site map, use Google’s online tools at: https://support.google.com/webmasters/answer/183668?hl=en&ref\_topic=4581190&vid=0-635793523229539973-3073414163

You must determine which pages should be crawled by Google’s robots. You can submit your site map as an XML, txt, RSS, mRSS, Atom 1.0, or as a Google site.

We created a simple text file with the following URLs:

http://www.doghalloffame.com/dogfame.html

http://www.doghalloffame.com/nominations.html

http://www.doghalloffame.com/winners.html