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Chapter 11

Extend Your Knowledge

**Learning More About Google’s Webmaster Guidelines**

1. Use your browser to search for Google Webmaster Guidelines.

2. Read the information and use your word processor to summarize your findings.

3. Include the following information in your response.

a. Identify at least three design guidelines.

b. Identify at least three technical guidelines.

c. Identify at least five things to avoid.

4. Name your file Extend11 and submit it in a format specified by your instructor.

Google outlines several areas within its webmaster guidelines, including design and content guidelines, technical guidelines, and quality guidelines. If you follow their guidelines, Google says it will help find, index, and rank your website.

**Design and Content Guidelines**

Google’s design and content guidelines recommend that you use text links within your website. The guidelines recommend that the links on a page are not excessive. Webpage content should be useful and clear. When you want to convey an important message, use text instead of images. When using images, provide useful alt text. Include title elements.

**Technical Guidelines**

Allow Google’s robots access to crawl all pages and content within your website, including JavaScript files. Check and correct broken links. Ensure that the web server supports the If-Modified-Since HTTP header, as this informs Google of site content changes. Test your website in all major browsers. Monitor the performance of the website performance. Optimize page loading time.

**Quality Guidelines**

Website pages should be user-focused and not search-engine focused. Do not attempt to trick a search engine to improve SERP, as this could negatively impact your SERP and possible result in being remove from Google’s results. Include content that makes your website unique. Avoid devious redirects, hidden text, link schemes, webpages with malicious behavior, and irrelevant keywords.

Google’s webmaster guidelines are available at:

<https://support.google.com/webmasters/answer/35769?hl=en>