

# HTML 300 Class 02

SEO & Analytics

### **Schedule**

- 1. Homework Review
- 2. SEO Principles
- 3. Content Strategy
- 4. Social Media Linking
- 5. Google Analytics
- 6. Homework

### **Homework Example**

https://github.com/thomas-neville/responsive-redesign-fesc/blob/master/docs/proposal.md

Wonderfully researched, clearly presented.

### **Homework Example**

https://github.com/kev-n/FESC/blob/master/docs/redesign\_proposal.md

Clear, concise, and includes links to tools used.

### Intro to SEO

#### SEO

"Search Engine Optimization". Key component of digital marketing.

Goal is to increase quality and quantity of traffic to your site, through a variety of methods.

About more than just search engines.

### TLDR:

Providing relevant, high-quality **content** on your website will help you rank higher in search results, and more importantly, it will establish credibility and trust with your online audience. Clearly labeling your content allows search engines to effectively catalogue it.

### **Vocab: Organic**

Organic search results are search results that aren't paid for (i.e. not advertising). These are the results that you can influence through effective SEO.

People are 20x more likely to click on an organic search result than an advertisement!

#### Content

Understand what people are searching for online, the answers they are seeking, the words they're using, and the type of content they wish to consume. Leveraging this data allows you to provide high-quality content that your visitors will truly value.

#### **How to Find Data?**

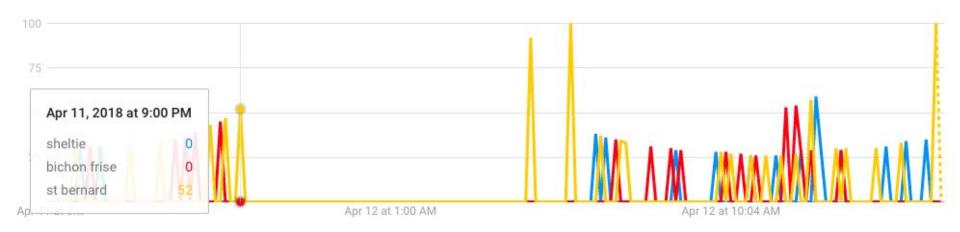
<u>https://trends.google.com/trends/</u> is an excellent source.

You may also like <a href="https://www.wordtracker.com">https://adwords.google.com/home/tools/keyword-planner/</a>, and <a href="https://moz.com/explorer">https://moz.com/explorer</a>

## What Are People Searching?



# When Are They Searching?



## Where Are They Searching From?



### How Can You Provide What They Seek?

This is up to you. From the data you've gathered, draw conclusions and start building.

### Google's Guidelines

#### **Basic principles:**

- Make pages primarily for users, not search engines.
- Don't deceive your users.
- Avoid tricks intended to improve search engine rankings. A good rule of thumb is
  whether you'd feel comfortable explaining what you've done to a website to a
  Google employee. Another useful test is to ask, "Does this help my users? Would I do
  this if search engines didn't exist?"
- Think about what makes your website unique, valuable, or engaging.

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

### Google's Guidelines

#### Things to avoid:

- Automatically generated content
- Participating in link schemes
- Creating pages with little or no original content (i.e. copied from somewhere else)
- Cloaking the practice of showing search engine crawlers different content than visitors.
- Hidden text and links
- Doorway pages pages created to rank well for specific searches to funnel traffic to your website.

#### Vocab: KPI

"Key Performance Indicator"- how your company measures marketing success. Examples:

- New accounts registered
- Sales totals
- Downloads
- Contact form submissions

#### More

We've barely scratched the surface of this topic. If you love it, <a href="https://moz.com/beginners-guide-to-seo/">https://moz.com/beginners-guide-to-seo/</a> is a great place to continue learning.

Moz is a Seattle company specializing in SEO, and active in our local tech community.

# **Content Strategy**

### **Yipes**

This is another very large topic. We'll touch a few key concepts, as you'll be making some of these decisions in our FESC project.

### **Definition**

The goal of content strategy is to create a consistent, meaningful interactive experience for users.

### **Appropriateness**

Are you serving what your users want? This is the most important part, of course.

#### **Themes**

"Growing popularity of renewable energy"

"Innovation coming from Florida universities"

Having a few themes, and organizing content around them, makes for a cohesive experience. Decide whether to include content based on whether it fits with a theme.

#### Tone

Keep consistent throughout a site.

"Maybe you wonder what the heck an 'REC' is- we sure do! Sit back and let us break it down for you."

VS

"Renewable Energy Certificates (RECs) are tradable, non-tangible energy commodities in the United States."

### Design

Content and visual design should make sense together. First tone example wouldn't make sense with Wikipedia's visual design, and second example would be weird in a site with playful, brightly colored design.

### **Discussion**

Based on your research, what sort of themes do you expect your users to be interested in? What tone seems like it would appeal to them?

We'll view the site and audit some of the existing material, discussing whether it fits with your vision for the site.

### **For More**

http://alistapart.com/topic/content-strategy

### **Social Media**

## Setup (20 minutes)

Let's remember how HTML & CSS work!

Create a simple one page site, with at least one image and some text. Maybe an informational site about something? Ok to copy content from Wikipedia:)

HTML must be valid. Make it a Git repo, and publish to Github Pages.



Facebook share of well formatted page



Twitter share of well formatted page



Twitter share of an un-formatted page

## **Clearly Labeled Content**

Special meta tags hold information about a page, which social media sites will use when determining how to display a link to it that is shared.

Each social media company requires a specific set of meta tags.

## Why

If your site does not include these meta tags, shared links will just appear as text links, instead of "cards" with image and description. Users are much less likely to click on text-only links.

#### How

Easy! Just insert the necessary meta tags for the sites you want to support.

There are a zillion informational meta tags available, but you only really need a few.

#### **Facebook**

```
<meta property="og:title" content="Dogfoot Dumpling">
  <meta property="og:description" content="Quality images of dogs wearing shoes.">
  <meta property="og:image" content="https://i.ytimg.com/vi/@wgykFpdgmY/maxresdefault.jpg">
  <meta property="og:url" content="https://cherimarie.github.io/test-soc-med/">
  <meta property="og:type" content="website">
```

- Title
- Description
- Image
- Url
- Type

## **Twitter**

```
<meta name="twitter:title" content="Dogfoot Dumpling">
<meta name="twitter:description" content="Quality images of dogs wearing shoes.">
<meta name="twitter:image" content="https://i.ytimg.com/vi/0wgykFpdgmY/maxresdefault.jpg">
<meta name="twitter:card" content="summary_large_image">
```

- Title
- Description
- Image
- Card

More info: <a href="https://developer.twitter.com/en/docs/tweets/optimize-with-cards/guides/getting-started">https://developer.twitter.com/en/docs/tweets/optimize-with-cards/guides/getting-started</a>

## Other

Having the tags listed on previous two slides should cover the basics when sharing to all social media sites.

## **Validators**

Twitter:

https://cards-dev.twitter.com/validator

Facebook:

https://developers.facebook.com/tools/debug/sharing/

# So, a zillion?

Interested in the other Open Graph Protocol meta tags you can include in your site?

More info here: <a href="http://ogp.me/">http://ogp.me/</a>

## "Share Buttons"

Social media sites provide easy ways to let your users share your content. Let's add them!



## **Twitter**

https://dev.twitter.com/web/tweet-button

Note on "text=" value:

https://www.w3schools.com/tags/ref\_urlencode.asp

# **Facebook**

https://developers.facebook.com/docs/plugins/sharebutton

## Tumblr

https://www.tumblr.com/docs/en/share\_button

# Google Analytics

# Google Loves Data!

If you help them collect data by tracking your user's actions, you can also view it.

Getting insights into user behavior will let you market more effectively. It is also an intrusion into your users' privacy. Be thoughtful.

# Summary

- 1. Register your "organization" with Google
- 2. Insert Javascript snippet they provide into each page of your site you want tracking
- 3. Users are tracked with combo of JS and cookies
- 4. View data on Analytics dashboard

## **Documentation**

https://www.google.com/analytics/analytics/

# Register

https://analytics.google.com/analytics/web/?authuser=0#/provision/SignUp

Setting up your account	
Account Name Accounts can contain more than one tracking ID.	<- HTML300
My New Account Name	
Setting up your property	
Website Name	
My New Website	<- winter-wear-warehouse

# The "Snippet"

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-117488907-1"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());

gtag('config', 'UA-117488907-1');
</script>
```

"UA-117488907-1" is the tracking ID. This is how Google Analytics knows which data to group together.

## **Under the Hood**

The JS snippet works together with larger JS library we linked to (first line) to track user actions, like what pages were viewed, and how user navigated through site. The JS inserts cookies in user's browser to persist information (like what page they were last on) between site visits and sessions.

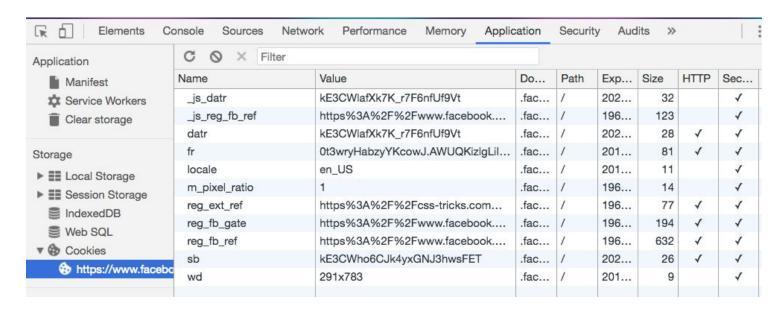
## Cookies?!

HTTP cookies allow tiny bits of data to be saved to user's browser by a website. Used to remember stateful information, like whether a user is logged into a site, or has seen a particular ad before.



#### Cookies

# Use Application tab in dev console to see what cookies are currently saved in your browser!



## **View Data**

We'll cover this next week, once we have some data to view!

## **Practice**

Let's insert Google Analytics tracking in our e-commerce project from last class. Before next class, visit the live site and encourage others to, so that we can gather some data to view.

# Homework

#### To do:

- Read about the latest JS syntax ("ES6")
- Start building HTML for redesign project
- Add social media meta tags to each page
- Generate and insert at least one share button

## **Homework Note**



We will not have an assignment dedicated soley to building HTML content. You should work on it this and next week. We'll start styling in week 4.