HTML ACTIVITY 1

1. Create the basic HTML skeleton.

2. Add the document title "**HTML Activity 1**".

3. Add the document's character encoding.

4. Add the outline below using the heading tags:

This is the structure of the web page, don't mind the ordered list:

1. 6 Best Outreach Marketing Tactics to Promote your Site

2. August 9, 2017

    1. Collect your target sites

        1. Technique 1: Google search

        2. Technique 2: Related search

        3. Technique 3: More advanced operators

    2. Write a compelling approach email

    3. Tailor to your audience

    4. Follow-up with a fresh approach

    5. Use tools to make life easier

    6. Build lasting relationships

5. Under "**Technique 1**", add this paragraph:

Heading to Google for research seems quite obvious, but it's the most straightforward way of finding relevant blogs and sites to contact. Just enter the type of blog or magazine (e.g. parenting news, or parenting blog) in the Google search box and click to check out the results that come up. Do these provide quality and relevant content? If so, start by copying the names of the websites into an Excel sheet. Organize them by type, and add a column for email addresses. The more organized you are, the easier it will be to keep track of your work.

Under "**Technique 2**", add this paragraph:
So technique two provided you with some great websites to approach already, but you're hungry for more. Cue: the related search operator. The whole idea here is to find other websites that would attract the same crowd of visitors or similar ones. This will allow you to search more accurately for websites that are similar in topic, content and quality. How does it work? Simply enter related: www.examplewebsite.com into the Google search box. This will generate a search engine results page (SERP) full of websites that are very much like the one you found.

Under "**Technique 3**", add this paragraph:
To be even more precise, there are several other advanced operators to search Google for relevant sites. These searches allow you to identify websites that have a specific search phrase in the URL, in the text, in the SEO title or as anchor text within the website. Here are a few of the advanced operators you can use to find more specific websites:

6. Wrap all the contents in a division tag and give it a class attribute with a value of "**article**"

7. Add a horizontal line at the end of all contents

8. Under "**Technique 2: Related Search**", indicate that the text "**related: www.examplewebsite.com**" has strong importance

9. Under "**Technique 2: Related Search**", mark-up the text "**search engine results page (SERP)**" with the abbreviation tags. When your mouse hovers over "SERP", a tooltip containing its description must appear.

10. Add a small print after the article title. It should contain the text "**Promote Your Site \ August 9th 2017**"

11. Under "**Tailor to your audience**", add the paragraph below then add this link to the text "**41% more click-through rates**": www.campaignmonitor.com/blog/email-marketing/2016/01/70-email-marketing-stats-you-need-to-know/

    "Did you know that personalized emails have 41% more click-through rates? Well, now you do. And this is exactly why it's crucial to tailor your message to the blogger you're" approaching. Our advice is to do some research by looking at previous posts. Take a look to see what they've written and how you can tie in your offering to their past content. The 'About section' of a website is also a great place to find some valuable or personal info."

12. Under "**Technique 3: More advanced operators**", add the link below to the text "advanced operators". It should open in a new tab. sites.google.com/site/gwebsearcheducation/advanced-operators

13. Under "**Tailor to your audience**", add the list below; the order of the list does not matter.

    1. In English speaking countries, you can use a more friendly, casual tone. It's acceptable to address the recipient by their first name and make polite jokes in the email.

    2. When targeting a webmaster in Germany, always use Frau and Herr and the person's last name. Using their first name can be considered impolite.

    3. In France, it's better to begin with a very formal approach and then relax your tone after two or three emails. Then, you can move to the more formal and professional "Cher" but couple it with the webmaster's first name to show a certain level of friendliness.

    4. In Japan, people are expected to respond right away to any email they receive. Even if you don't have time for a longer reply, write back to say that you will be in touch right away.

    5. When writing to webmasters in most Spanish speaking countries, you can use an informal tone and address them by their first names. However, the blogger community in Spain tends to be a bit more formal than their Latin American counterparts.

14. Under "**Technique 3: More advanced operators**", add a definition list using the details below. The words before "–" pertain to the data term while the ones after it pertain to the data definition.

    1. allinurl: search phrase – the URL contains the search term, for example allinurl: best baby accessories.

2. allintext: search phrase – the text on the page contains the search term.

3. allintitle: search phrase – the SEO title contains the search term.

4. allinanchor: search phrase – an anchor text (text that links to a URL) on the page contains the search term.

15. After the text "**Promote Your Site \ August 9th 2017**", add an image from this link: https://static-wix-blog.wix.com/blog/wp-content/uploads/2017/08/summary.png. Add a fallback content to the same image that says: "**working on her outreach**".

16. Wrap the image you have just added in figure tags then add a caption that says "**Working on her outreach**"

17. After the horizontal rule, add a form containing the details in the figure below. For each form control, include a label and the attributes name, id, and value, where applicable. Leave the form unstyled.

18. Email is required. Default continent is Asia.

Name: [   ]
Email: [   ]
Continent: [Asia   ▼]
Would you try this approach? Yes ○ No ○
Comment [Leave your comment here...]
[Submit]

19. In your current document, look for the only non-semantic grouping element and replace it with an appropriate semantic tag.

20. Add 3 break lines after the form. Then, add a footer containing the paragraph below. Add a link to the phrase "**Wix Blog Site**" and point it to this link: www.wix.com/blog/2017/08/outreach-marketing-techniques-to-promote-your-website/

   "**Contents of this activity were pulled from the Wix Blog Site. Shoutout to Wix!**"

21. Lastly, add a link before the closing footer tag that says "**Back to top**" and make it jump to the beginning of the page upon clicking.