

ATL SKILLS CATEGORIES ADDRESSED IN PLANNING

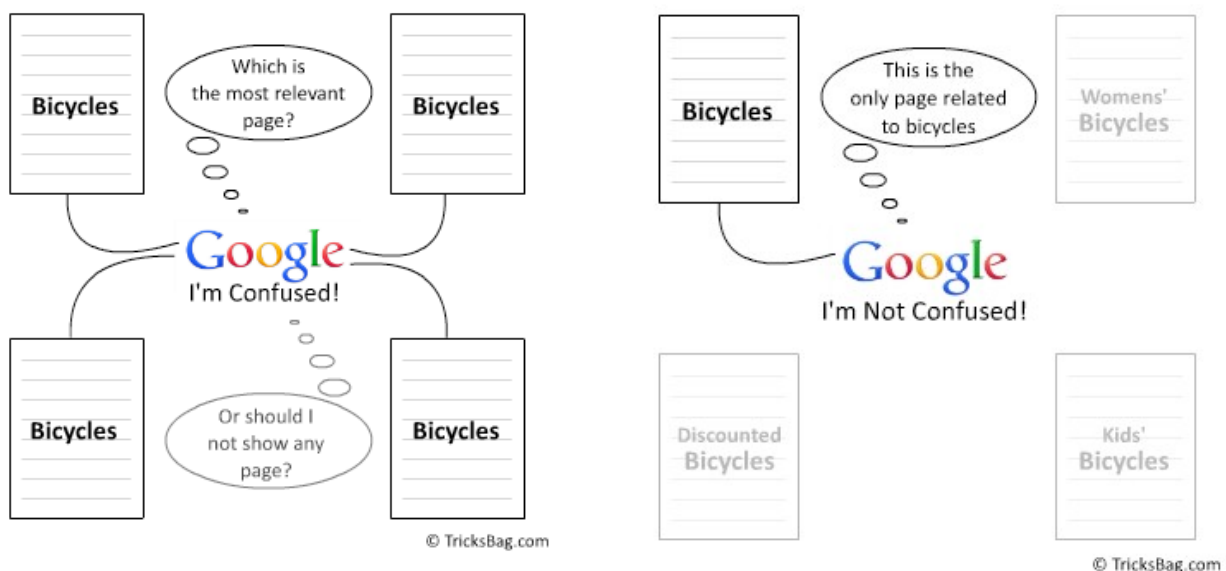
- ☐ Research
- ☐ Self-management
- ☒ Thinking
- ☐ Social/Communication
- ☐ Reflection

NOTES:

Today I followed up on a previous question of ‘How to distribute the use of keywords throughout the website without repeating them on more than one individual page webpages?’ As I was researching in order to solve this issue I came across a SEO term ‘Keyword cannibalization’.

Keyword cannibalization refers to the targeting of the same keyword, term or phrase on multiple pages of your website. Each page of your website should be focused on a primary term so that that page can be clearly defined by the Search Engines as being relevant to that term and so that Search Engines don't need to choose between like content pages. (<http://www.meteorsite.com/keyword-cannibalization>; <https://moz.com/blog/how-to-solve-keyword-cannibalization>; <http://www.oncrawl.com/what-is-keyword-cannibalization/>)

Here is a good example image that I can use as a reference if I am not sure about keyword cannibalization. It also clearly shows the differentiation between unoptimized/optimized page layouts:



Below I come up with a list of ideas on solving and prevent this problem based on my research. I intent to do combination of or either:

1. *A spreadsheet with webpage title, intent of the webpage and specific keywords I will use.*
2. *Identify pages about same topic area. Choose one of these pages to be the primary one. Link all the secondary pages to the primary one with canonical tag (<https://moz.com/learn/seo/canonicalization>).*
3. *Use 301 redirect to divert all of the relevance to one page.*

EXPLAIN WHY THIS REFLECTS THE ATL SKILL CATEGORY YOU IDENTIFIED:

THINKING

This entry reflects critical and creative thinking skills because I recognized a problem that needs to be taken care off and suggested multiple alternatives for solving it

ARISING ACTION(S): Decide on one of the three solutions for solving the problem and carry them out.

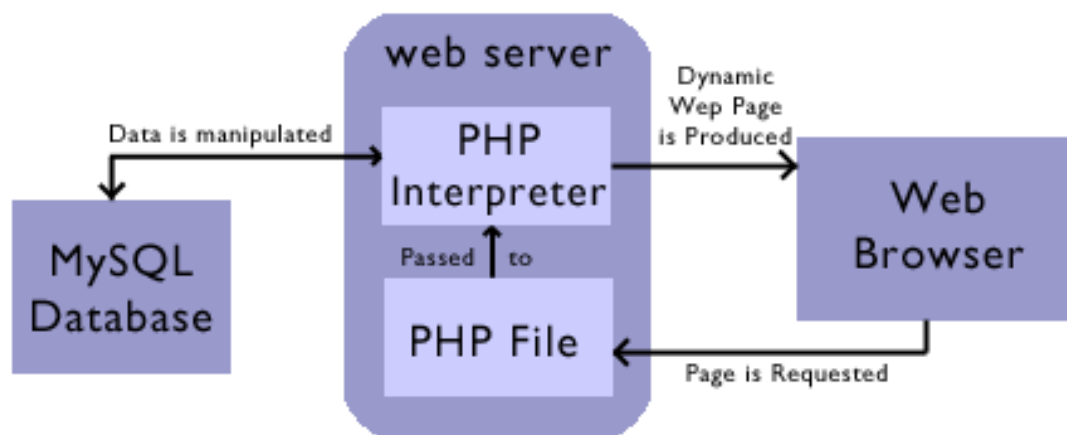
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- ☐ Research
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NOTES:

Today I was face with a critical problem with my website. I had to decide how I am going to get the information from my designed form on the website to me in order to evaluate it later. The two options was facing were:

- *Create and MySQL database and then submit information from the form to it through PHP script (more difficult to use/higher flexibility)*



- *Use email method that is available with my hosting (easier to use/little flexibility)*

After I looked into and tried out both of the options I decided to go with the second option since I need relatively low flexibility (simple form).

So I worked on making the method I chose work but unfortunately I run into more difficulties with the HTML structure due to poor documentation on the side of my website host. To make it even more difficult since the form submitting is a specific service that the host developed there is not much information about it anywhere else.

EXPLAIN WHY THIS REFLECTS THE ATL SKILL CATEGORY YOU IDENTIFIED:

THINKING

This entry reflects critical and transfer thinking skills because I identified a problem formulated an argument and applied skills and knowledge in an unfamiliar situation to try to fix it.

ARISING ACTION(S): I am going to continue debugging the code and if I am unsuccessful the next time I will work on it I will contact the customer support in order to get more information.