

Assignment 2

Search Engine Optimization Analysis I

There are many aspects of Search Engine Optimization that must be considered when building a website, or optimizing an existing site. Since SEO is an on-going process, this assignment will allow you to demonstrate your on-page optimization skills on an existing website.

You will be utilizing each of the on-page optimization techniques that we have covered in class so far, on the website you created for Assignment 1, including:

- content optimization (keywords, titles, description, H1, content, naming conventions)
- links (cross-linking, anchor text),
- image optimization (naming conventions, ALT tags)

Problem

You've redesigned the website to update its look and organize the pages to help human visitors, however there are some improvements that could be made to optimize the website better for search engines. Your task is to use the list provided below and make the required changes for the pages you created in Assignment 1.

Part 1: Content Optimization

1. Pages to be optimized:
 - a. Home page
 - b. Category page
 - c. Product / Service page
 - d. Contact information (on all pages)
2. First off is **Keyword Research**. Take a look at the existing content on the pages listed above and come up with a minimum of 10 keywords for each page. You can use [Bing Webmaster Tools](#) , [Google Webmaster Tools](#), or one of the [other online tools for keyword research](#) to develop your list of keywords.
3. Create a **Keyword Distribution Chart**. Using the template provided, create a Keyword Distribution Chart for the 3 pages and the contact information.

The 3 primary pages should have at least 10 keywords/long-tail phrases per page (at least 1 main keyword/phrase plus a couple of related keywords on

each page).

Optimize the URL, Title, Description, and H1 for each page according to your selected keywords. Change the files as necessary, adding your meta-keywords and meta-description, H1 and title tag to the files.

**Remember filename conventions for URLs and to correct any links pointing to those pages if you've rewritten the URLs.*

4. **Content.** Review the content of each page and ensure that it meets the general guidelines for length (typically 200-300 words per page, or up to 500 words), and see if there are ways you can incorporate your keywords and phrases as determined in your Keyword Distribution Chart.

Part 2: Link & Image Optimization

1. **Images.** Do the images used have proper filenames? Are the ALT tags descriptive? If not, change the filenames and add ALT tags as required. Make sure the image file sizes are optimized as well.
2. **Cross-linking & anchor text.** Are there opportunities to add links to other pages on your site? Review the content again and add in links to other pages as needed (can be pages not in the list). Make sure the anchor text is descriptive of the content on the linked page.

Submission Requirements:

- Assignment is due April 6, 2018 by 11:59pm via Blackboard.
- Submit final work as a .zip file to Blackboard using the naming convention: lastname-firstname-2.zip. **The .zip file should include your list of keywords, your keyword distribution chart, and your updated html files with new content.**

Marking Scheme:

This assignment is worth 25% of your final grade.

Requirement	Marks
Zip file meets submission requirements and URL posted to Blackboard	5
Keyword Research contains at least 10 keywords per page (including long-tail keywords and phrases)	15
Keyword Distribution Chart is well planned with good keyword distribution among all pages. URL, Title, Description and H1 are all optimized using the selected keywords.	20
Files updated with new content based on Distribution Chart	20
Content optimized with descriptive anchor text cross-linking to other pages on the site.	15
Images and video optimized for search engines with descriptive ALT tags & proper file names	15
TOTAL	100

Due Date:

Tuesday April 6, 2018 by 11:59pm via Blackboard, as described in Submission Requirements.

Late assignments will be penalized 10% per day, accepted up to 2 days late.

Questions?

Feel free to email me: jstpeter@niagaracollege.ca. I check my email most weekday evenings, or use Remind for quick questions.