CSC 170 Lab 18 - Search Engine Optimization

Due: Thursday, December 7, 2017

# Part I: Google Analytics

## Step 1: Login to Google Analytics

* Go to **www.google.com/analytics**
* If you have to create an account, then do so. Else Sign in and/or enter Google Analytics using your Google-registered email address. (Your UR email is a Google-registered email address.)

## Step 2: Sign up

* Assuming you've never used Google Analytics before, you'll see the **Sign up** button. Click it.

Here you will create an account that points to your CSC 170 **Project 2 webpage** that you've installed on the webserver. To prepare for this step, in another browser window, open your Project 2 webpage and copy the URL to your clipboard.

* On the New Account page in Google Analytics, scroll down to the "Setting up your account" section and enter an **Account Name**.   
   Use: ***yourname*** (which of course, should be your name)
* In the "Setting up your property" section, enter a **Website Name**. Use:  
   ***Your Project 2 topic*** …where *your project 2 topic* is whatever your project 2 is about.
* Enter (paste) into the **Website URL** field, the full web address of your Project 2
* Change the **Reporting Time Zone** to **(GMT-05:00) Eastern Time**
* Leave all other settings as-is, scroll down and click the **Get Tracking ID** button.
* Accept the Terms and Conditions

## Step 3: Get and Insert the Tracking Code 🡪 your Project 2

Here you will copy the tracking code from Google Analytics and paste it into the HTML code of your Project 2. Be prepared to edit yourProject 2 index.html file.

* Copy the **Tracking Code** to your computer's clipboard.[[1]](#footnote-1)
* Open your Project 2 index.html file in a text editor.
* Paste the tracking code into the bottom of your HTML, just *above* the closing </body> tag.
* Save the file and re-upload it to the web server.

## Step 4: Browse your Account

* Click the REPORTING link in the top navigation bar

Data will start coming-in to your account immediately or soon. (Visit your own Project 2 from time to time over the next day to make sure there's some data for Google to record.)

# Part II: Google Webmaster Tools

## Step 1: Login to Google Webmaster tools

* Go to **www.google.com/webmaster/tools**

Using the same credentials of your Google-registered email address (from Part I), login to Google Webmaster tools.

## Step 2: Get the URL of your Project 2

You must make sure you get the right URL, so follow these steps…

* Open another browser window or tab, and go to your Project 2 on the web server
* When you see your Project 2, copy the web address to your computer's clipboard.

## Step 3: Add Project 2 to Google Webmaster Tools

* Toggle back to Google Webmaster Tools and click the **ADD A PROPERTY** button. Paste the URL from your Project 2 into the text field and then click **Add**
* Assuming you've successfully added a tracking code to your Project 2 index.html file, when you get to the Verify page, simply click the **VERIFY** button, then click **Continue** on the confirmation page.

## Step 4: Create a Sitemap

* Leaving the web page pointed to Google Webmaster Tools open, start another browser window or tab, and go to: **www.xml-sitemaps.com**
* Paste the web address of your Project 2 in the **Your Website URL** box.
* Scroll down to the **Start** button and click it
* Click the **VIEW SITEMAP DETAILS** button and then the **DOWNLOAD YOUR XML SITEMAP FILE** button
* Depending on the web browser you're using, the file (your sitemap) will download to your computer. (Take note of where it's downloading – you'll need to retrieve it.)

## Step 5: Upload your Sitemap

* Open an FTP tool and login to your account on the web server
* Navigate to your Project 2 files
* Upload the **sitemap.xml** file you created in Step 4 to the "webroot" (the folder named **project2**) on the web server

## Step 6: Register your Sitemap

* Go back to the Site Dashboard in Google Webmaster Tools
* Click the **Sitemaps** bar (the third column)
* On the Sitemaps page, click the button: **ADD/TEST SITEMAP**
* In the pop-up, type-in **sitemap.xml**
* Click the **Submit Sitemap** button
* Refresh the webpage you're looking at

If you received no error messages, you're done. Google will do the rest.

## Step 7: Report your work

To receive credit for this lab:

* In our Blackboard section, in the Lab 17 assignment, (re)post a link to your **Project 2** webpage.

1. The “tracking code” is that entire JavaScript snippet, *including* the opening and closing <script> tags – not just the UA number. [↑](#footnote-ref-1)