Search Engine Ranking Report

1. How does a search-engine work?
   1. A search engine uses complex algorithms to search for key words, descriptions, and social recommendations to display the results that best match the input query.
2. Why do different search-engines give different ranking to websites for the same search phrase?
   1. Each search-engine uses its own unique algorithm that is ranked by many factors that may include: Behavior, Social, Geographic, Demographic, and Temporal data.
3. What is a <meta> tag?
   1. Meta tag is metadata about the HTML document
      1. What is the purpose for Keyword and Description meta tags?
         1. The purpose is so that the search engines can pull information about what the document contains.
4. Why might you include meta tags in your pages?
   1. One might use met tags in their page to make sure that it is able to be found when someone is searching for the topic matter of the page in a search-engine.
      1. Do meta tags make your pages more easily searchable or improve its ranking?
         1. Yes, meta tags make your page more searchable. Meta tags can help ranking, but, it is only one element out of many in the ranking algorithm
5. What are several ways that you can publicize your sites and make them more visible on the web?
   1. Register with local search engine directories.
   2. Register with Industry and Profession related directories.
   3. Create social networking profile for your site.
   4. Update meta tags with locations and key words to help
6. Comparable Websites.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Business | URL | Words used in page titles and headings | Words used in Description meta tags | Words used in keyword meta tags |
| Bar Mill Iron Forge | <http://www.barmillironforge.com> | About Bar Mill Iron Forge Custom Ironwork | Custom ironwork, Montana iron work, metal railings, metal worker, blacksmith shop. | Custom fireplace, ironwork, blacksmiths, metal forger, ironworks. |
| Iron Thistle Forge | [www.ironthistleforge.com](http://www.ironthistleforge.com) | Nothing | Nothing | Nothing |
| Fire Mountain Forge | [www.firemountainforge.com](http://www.firemountainforge.com) | Hand Forged Custom Lighting/ Fire Mountain Forge Livingston MT | Nothing | Nothing |

1. Based on my research I have good titles, but I might need to update my headings…
2. I already have author, description, and keyword meta tags on my site. I do need to add more to the descriptions and keywords based on the volume from the Bar Mill Iron Forge website.
3. 3 Techniques to publicize the Iron Bird Forge website were list above in 5 a-d.
   1. Register with local search engine directories.
   2. Register with Industry and Profession related directories.
   3. Create social networking profile for your site.

Sources

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2. <https://searchenginewatch.com/sew/news/2064539/how-search-engines-rank-web-pages>
3. <https://www.w3schools.com/tags/tag_meta.asp>
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