

MA Web Design & Content Planning

Website Planning

Week 2: SEO and site promotion

Search Engine Optimisation

- Spiders

- Keywords and phrases

- Page title

- Meta tags

- <h1>

- Page content

PageRank

- Relevance

- Incoming links

Visitor statistics

- Referrals

- Search keyphrases

Website promotion

- Inbound links

References

Deliver First Class Websites by Shirley Kaiser

Building Findable Websites by Aarron Walter

Get into bed with Google by Jon Smith

Week 2 Homework

Read: Chapter 12 of Deliver First Class Websites

Chapters 1, 2, 3, 4 and 9 of Building Findable Websites

The various articles in this week's links including:

<http://en.wikipedia.org/wiki/PageRank>

<http://en.wikipedia.org/wiki/Seo>

http://www.directtraffic.org/optimisation/website_optimisation.htm

<http://www.webcredible.co.uk/user-friendly-resources/search-engine-optimisation>

<http://www.webworkshop.net/pagerank.html>

Select 3 websites and analyse their SEO/SEM. Can you find their key phrases? What is their Google search rank for those phrases (how high in the listings)? What is their page rank? Can you work out what their traffic is? Suggest any improvements that you think could be made. Post your findings on the [forum](#).