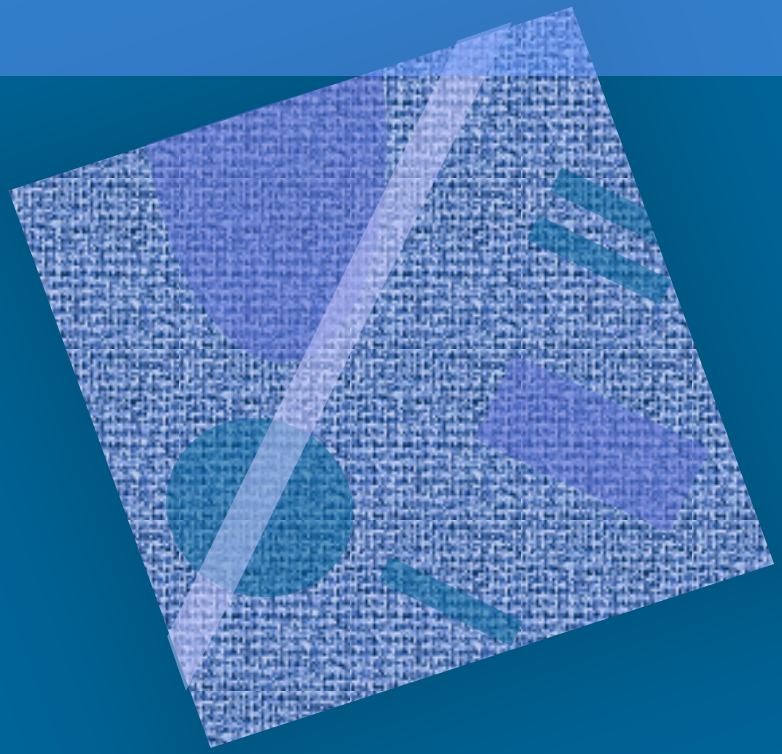
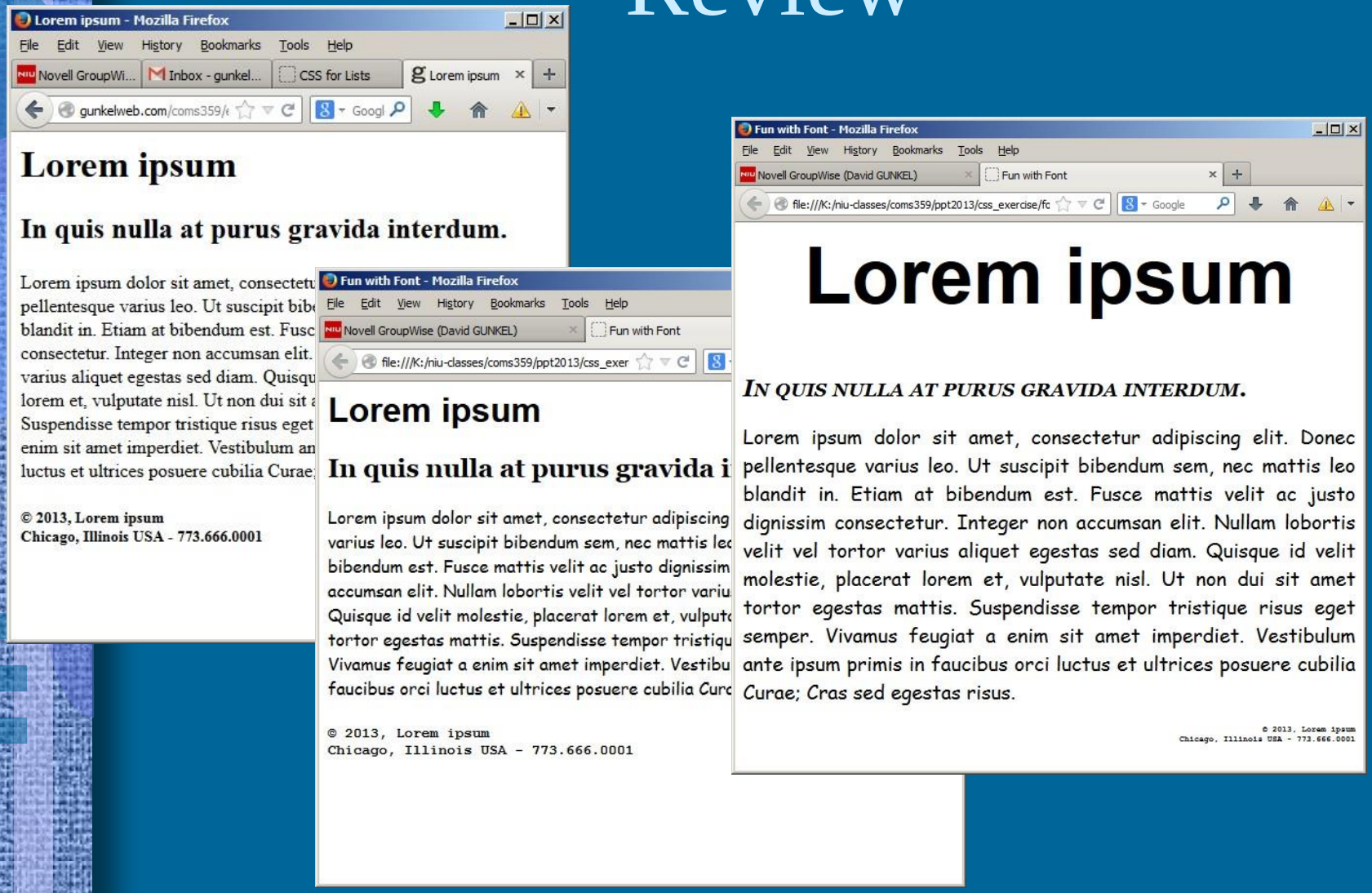
COMS 359: Interactive Media



Agenda

- Review
- Javascript
- Meta-information & SEO
- Preview

Review


Lorem ipsum - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Lorem ipsum
In quis nulla at purus gravida interdum.
Fun with Font - Mozilla Firefox
Novell GroupWise (David GUNKEL)
Fun with Font
Lorem ipsum
In quis nulla at purus gravida i
Fun with Font - Mozilla Firefox
Lorem ipsum
IN QUIS NULLA AT PURUS GRAVIDA INTERDUM.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pellentesque varius leo. Ut suscipit bibendum sem, nec mattis leo blandit in. Etiam at bibendum est. Fusce mattis velit ac justo dignissim consectetur. Integer non accumsan elit. Nullam lobortis velit vel tortor varius aliquet egestas sed diam. Quisque id velit molestie, placerat lorem et, vulputate nisl. Ut non dui sit amet tortor egestas mattis. Suspendisse tempor tristique risus eget semper. Vivamus feugiat a enim sit amet imperdiet. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Cras sed egestas risus.
© 2013, Lorem ipsum
Chicago, Illinois USA - 773.666.0001

```
h1
 {font-family:arial;
  text-align:center;
  font-size:80px;
  font-stretch:condensed;
  text-transform:uppercase;
  text-shadow:5px 5px 2px #888888;}

h2
 {font-family:Georgia, "Times New Roman", serif;
  font-style:italic;
  font-variant:small-caps;
  text-decoration:underline;
  letter-spacing:12px;}

p
 {font-family:"comic sans MS", cursive;
  font-size:20px;
  font-weight:normal;
  text-align:justify;
  text-indent:80px;
  line-height:12px;}

h5
 {font-family:"courier new", courier, monospace;
  font-size:50%;
  font-weight:bold;
  text-align:right;}
```

PROPERTIES

font-family
font-style
font-weight
font-variant
font-size
font-stretch
font-face
text-align
text-transform
text-decoration
text-indent
text-shadow
line-height
letter-spacing
word-spacing
:first-letter
:first-line

Review

Google Fonts

- Alternative approach
  - Link to a Google stylesheet
  - Free to use; easy to code

http://www.google.com/fonts

HTML5 Layout

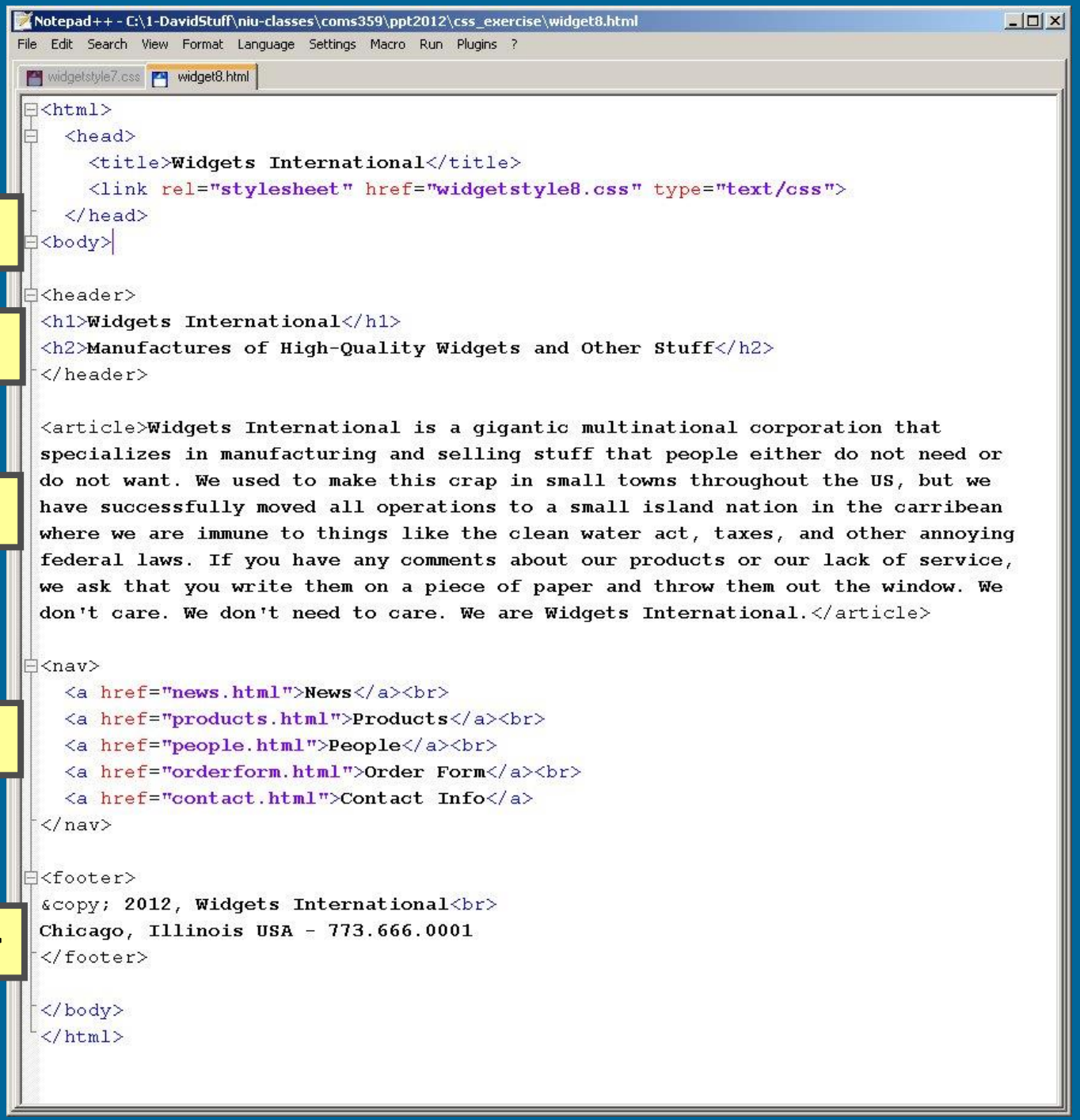
- New Elements
  - <header>
  - <article>
  - <nav>
  - <footer>

Purpose/Benefit

• Structure the html document without having to use multiple tags

• Semantic data useful for web 2.0 applications like data mashups and content aggregators

• is content neutral and generic; the new HTML 5 tags designate not only structural page elements but their meaning within the page content.


Notepad++ - C:\1-DavidStuff\niu-classes\coms359\ppt2012\css_exercise\widget8.html
File Edit Search View Format Language Settings Macro Run Plugins ?
widgetstyle7.css
widget8.html
<html>
<head>
<title>Widgets International</title>
<link rel="stylesheet" href="widgetstyle8.css" type="text/css">
</head>
<body>
<header>
<h1>Widgets International</h1>
<h2>Manufactures of High-Quality Widgets and Other Stuff</h2>
</header>
<article>Widgets International is a gigantic multinational corporation that specializes in manufacturing and selling stuff that people either do not need or do not want. We used to make this crap in small towns throughout the US, but we have successfully moved all operations to a small island nation in the carribean where we are immune to things like the clean water act, taxes, and other annoying federal laws. If you have any comments about our products or our lack of service, we ask that you write them on a piece of paper and throw them out the window. We don't care. We don't need to care. We are Widgets International.</article>
<nav>
News
Products
People
Order Form
Contact Info
</nav>
<footer>
© 2012, Widgets International
Chicago, Illinois USA - 773.666.0001
</footer>
</body>
</html>
<body>
<header>
<article>
<nav>
<footer>

Notepad++ - C:\1-DavidStuff\hlu-classes\coms559\ppt2012\css_exercise

File Edit Search View Format Language Settings Macro Run Plugins ?

widget8.html | widgetstyle8.css

```
/* External Style Sheet */

body
 {background-color:#edeeee;
  width:800px;
  padding:40px 40px 40px 40px;}

header
 {text-align:center;
  padding:10px 10px 10px 10px;
  background-color:#777777;
  width:760px;
  -moz-border-radius:20px;
  -webkit-border-radius:20px;
   border-radius:20px;}

nav
 {background-color:#aabbcc;
  padding:30px 10px 220px 10px;
  position:absolute;
  left:50px;
  top:180px;
  -moz-border-radius:20px;
  -webkit-border-radius:20px;
  border-radius:20px;
  behavior: url(/css/border-radius.htc);
  border-radius: 20px;}
```

File Edit Search View Format Language Settings Macro Run Plugins ?

widget8.html | widgetstyle8.css

```
article
 {font-size:18px;
  font-family:monospace;
  color:#444444;
  line-height:30px;
  background-color:#ffffff;
  background-image:url("wlogo.png");
  background-repeat:no-repeat;
  background-position:250px 100px;
  position:absolute;
  left:180px;
  top:180px;
  width:610px;
  height:400px;
  padding:20px 20px 20px 20px;
  -moz-border-radius:20px;
  -webkit-border-radius:20px;
  border-radius:20px;}

footer
 {font-size:10px;
  font-family:arial;
  color:#eeeeee;
  background-color:#5599bb;
  width:650px;
  position:absolute;
  left:180px;
  top:595px;
  text-align:center;
  }
```

Today

- Other HTML tags
- <meta> data
- Search Engine Optimization
- Analytics

Other HTML tags

- <!DOCTYPE>
  - HTML evolves
    - HTML 4.0 (1997)
    - XHTML 1.0 (2000)
    - HTML5 (work in progress)
  - Use <!DOCTYPE> to tell the browser which version of HTML your document uses
    - Optional tag
    - If used, it is the first tag on the page

Other HTML tags

- <!DOCTYPE>

HTML

HTML5

```
<!DOCTYPE html>
```

HTML 4

```
<!DOCTYPE html PUBLIC
  "-//W3C//DTD HTML 4.01 Transitional//EN"
  "http://www.w3.org/TR/html4/loose.dtd">
```

Transitional XHTML 1.0

```
<!DOCTYPE html PUBLIC
  "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/
   xhtml1-transitional.dtd">
```

Strict XHTML 1.0

```
<!DOCTYPE html PUBLIC
  "-//W3C//DTD XHTML 1.0 Strict//EN"
  "http://www.w3.org/TR/xhtml1/DTD/
   xhtml1-strict.dtd">
```

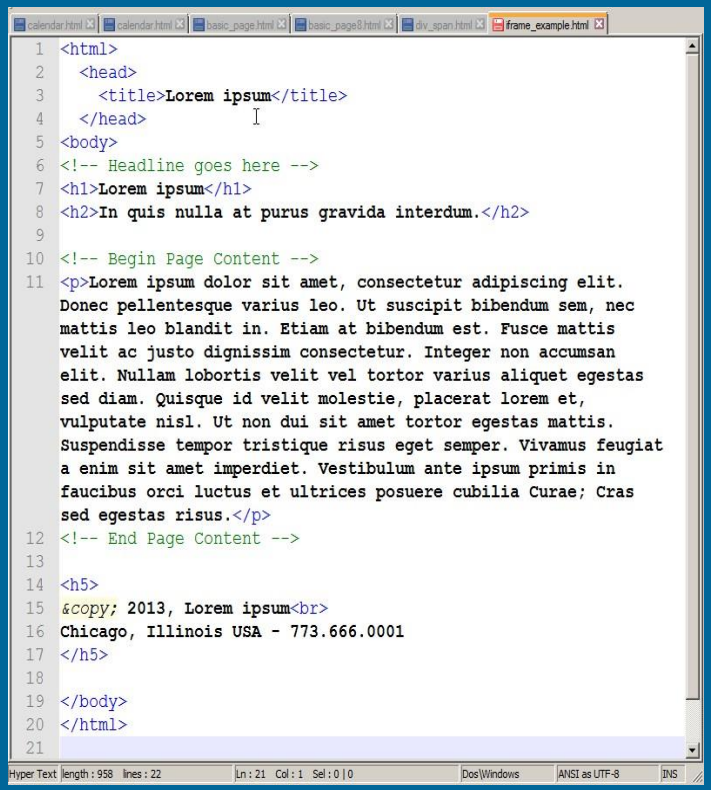
XML Declaration

```
<?xml version="1.0" ?>
```

Duckett, p. 181

Other HTML tags

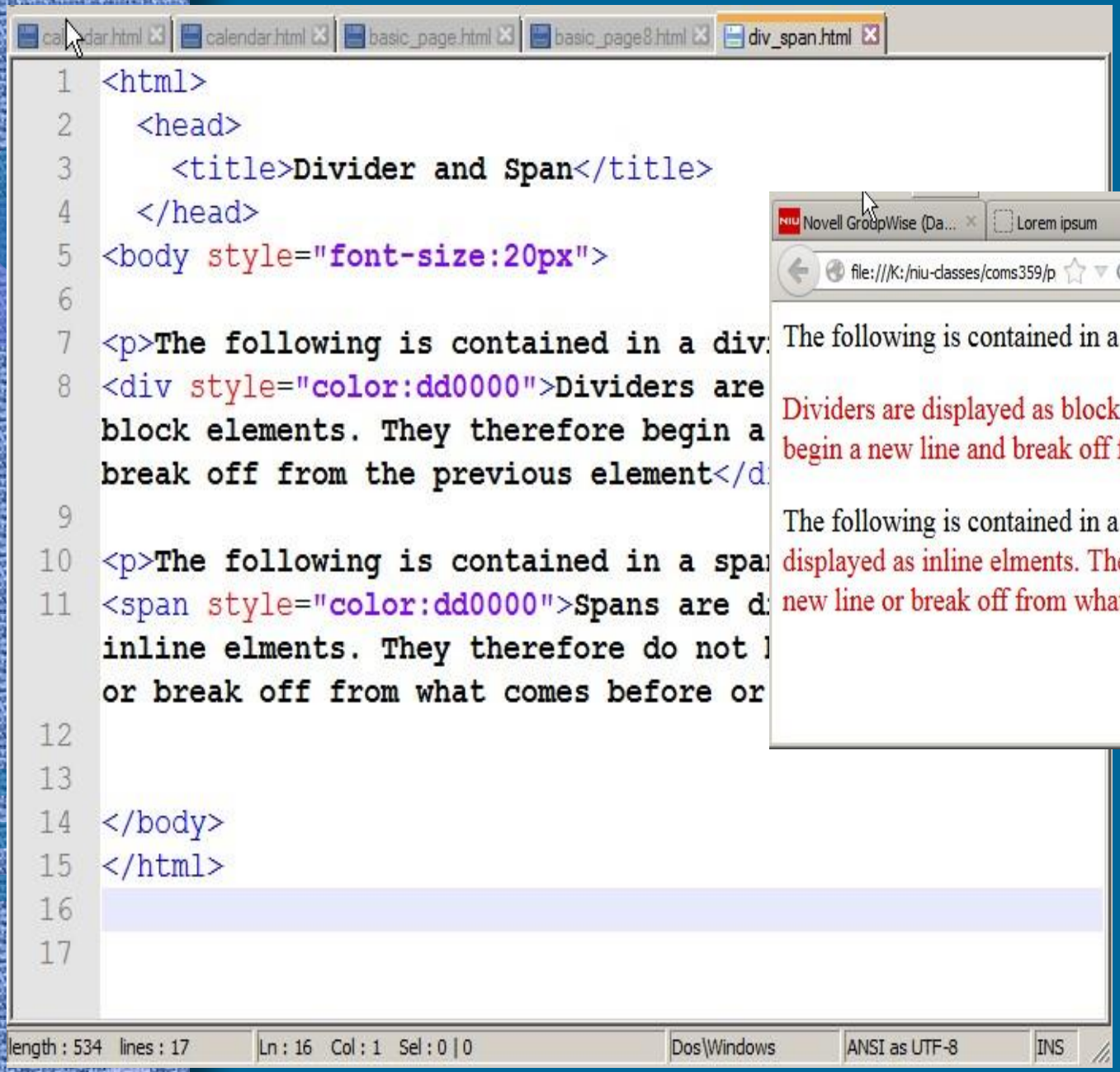
- Comments <!-- -->
  - Annotate your code
  - Indicate where sections begin and end
  - "Comment out" parts of your code for debugging

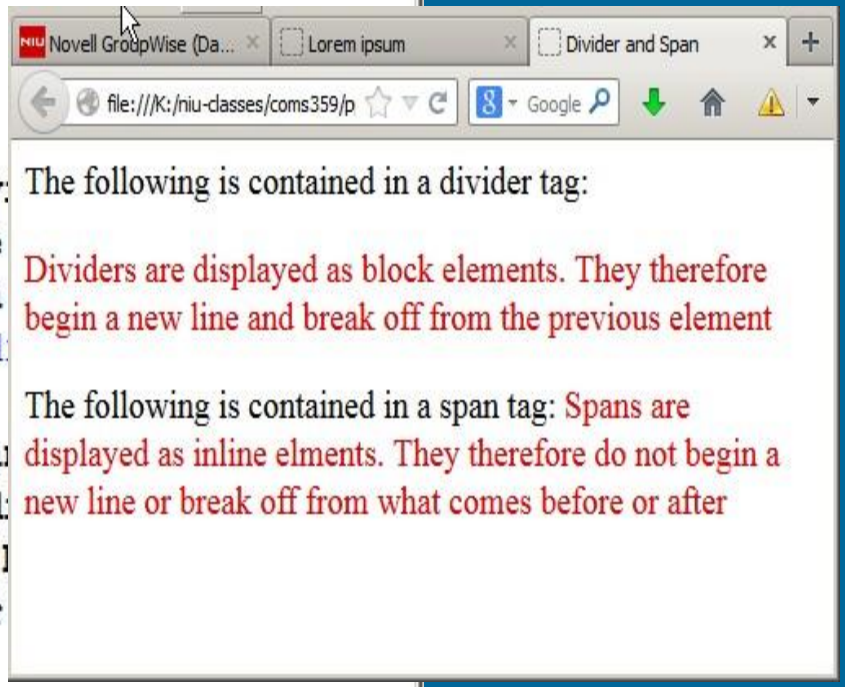


```
<html>
  <head>
    <title>Lorem ipsum</title>
  </head>
<body>
<!-- Headline goes here -->
<h1>Lorem ipsum</h1>
<h2>In quis nulla at purus gravida interdum.</h2>

<!-- Begin Page Content -->
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Donec pellentesque varius leo. Ut suscipit bibendum sem, nec
mattis leo blandit in. Etiam at bibendum est. Fusce mattis
velit ac justo dignissim consectetur. Integer non accumsan
elit. Nullam lobortis velit vel tortor varius aliquet egestas
sed diam. Quisque id velit molestie, placerat lorem et,
vulputate nisl. Ut non dui sit amet tortor egestas mattis.
Suspendisse tempor tristique risus eget semper. Vivamus feugiat
a enim sit amet imperdiet. Vestibulum ante ipsum primis in
faucibus orci luctus et ultrices posuere cubilia Curae; Cras
sed egestas risus.</p>
<!-- End Page Content -->

<h5>
&copy; 2013, Lorem ipsum<br>
Chicago, Illinois USA - 773.666.0001
</h5>

</body>
</html>
```

Other HTML tags

- Grouping HTML Elements
  -
    - Group elements in a **block**
    - Display by starting a new line
  -
    - **Inline** equivalent of
    - Display elements inline; not start a new line


calendar.html
calendar.html
basic_page.html
basic_page8.html
div_span.html
1 <html>
2 <head>
3 <title>Divider and Span</title>
4 </head>
5 <body style="font-size:20px">
6
7 <p>The following is contained in a div
8 Dividers are
block elements. They therefore begin a
break off from the previous element</d
9
10 <p>The following is contained in a spa
11 Spans are d
inline elments. They therefore do not
or break off from what comes before or
12
13
14 </body>
15 </html>
16
17
length : 534 lines : 17
Ln : 16 Col : 1 Sel : 0 | 0
Dos\Windows
ANSI as UTF-8
INS

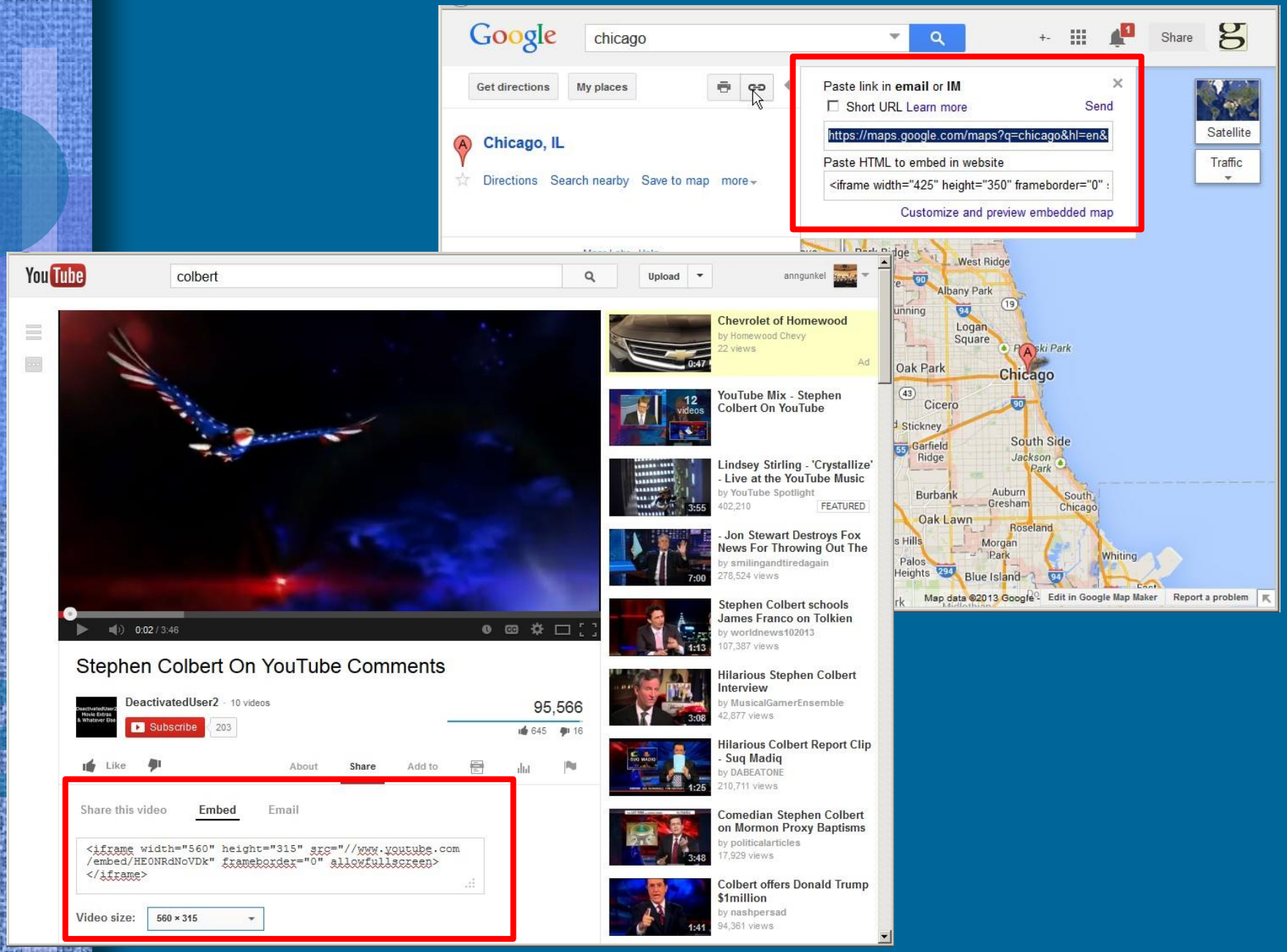

Novell GroupWise (Da...
Lorem ipsum
Divider and Span
file:///K:/niu-classes/coms359/p
Google
The following is contained in a divider tag:
Dividers are displayed as block elements. They therefore begin a new line and break off from the previous element
The following is contained in a span tag: Spans are displayed as inline elments. They therefore do not begin a new line or break off from what comes before or after

Other HTML tags

- <iframe>
  - Insert a window (containing another web page) in your web page, i.e. YouTube video
  - Attributes
    - src
    - height & width
    - scrolling
    - frameborder

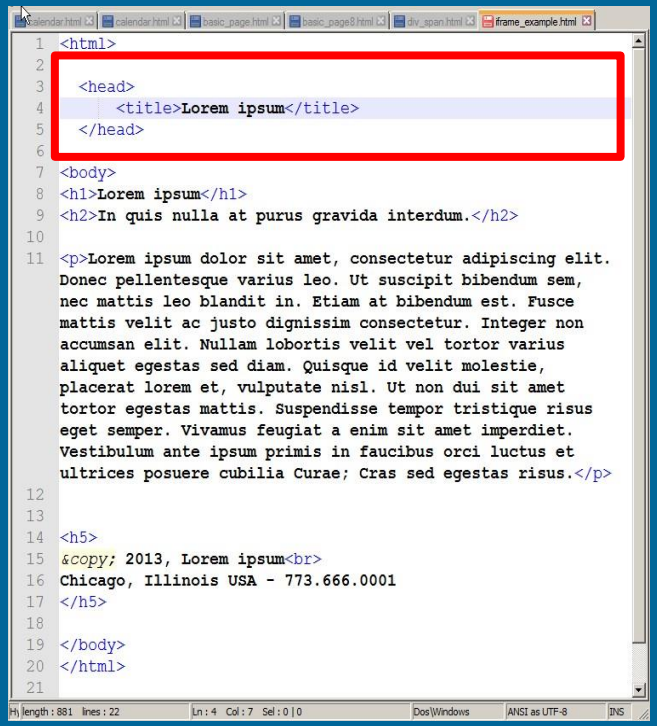
```
<html>
  <head>
    <title>Lorem ipsum</title>
  </head>
<body>

<h1>Lorem ipsum</h1>
<h2>In quis nulla at purus gravida interdum.</h2

<p>Lorem ipsum dolor sit amet, consectetur adipi
pellentesque varius leo. Ut suscipit bibendum se
blandit in. Etiam at bibendum est. Fusce mattis
dignissim consectetur. Integer non accumsan elit
velit vel tortor varius aliquet egestas sed diam
molestie, placerat lorem et, vulputate nisl. Ut
tortor egestas mattis. Suspendisse tempor tristi
semper. Vivamus feugiat a enim sit amet imperdie
ipsum primis in faucibus orci luctus et ultrices
Curae; Cras sed egestas risus.</p>

    <iframe src="http://www.niu.edu"
            width="400"
            height="380"
            frameborder="0">
    </iframe>

<h5>
&copy; 2013, Lorem ipsum<br>
Chicago, Illinois USA - 773.666.0001
</h5>

</body>
</html>
```

Exercise #1


Google
chicago
Share
Get directions
My places
Chicago, IL
Directions
Search nearby
Save to map
more
Paste link in email or IM
Short URL Learn more
Send
https://maps.google.com/maps?q=chicago&hl=en&
Paste HTML to embed in website
<iframe width="425" height="350" frameborder="0" :
Customize and preview embedded map
Satellite
Traffic
West Ridge
Albany Park
Logan Square
Oak Park
Chicago
Cicero
Stickney
Garfield Ridge
South Side
Jackson Park
Burbank
Auburn Gresham
South Chicago
Oak Lawn
Roseland
Morgan Park
Palos Heights
Blue Island
Whiting
Map data ©2013 Google
Edit in Google Map Maker
Report a problem
YouTube
colbert
Upload
anngunkel
0:02 / 3:46
Stephen Colbert On YouTube Comments
DeactivatedUser2 · 10 videos
Subscribe 203
95,566
645 16
Like
About
Share
Add to
Share this video
Embed
Email
<iframe width="560" height="315" src="//www.youtube.com/embed/HE0NRdNoVDk" frameborder="0" allowfullscreen></iframe>
Video size:
560 × 315
Chevrolet of Homewood
by Homewood Chevy
22 views
Ad
YouTube Mix - Stephen Colbert On YouTube
12 videos
Lindsey Stirling - 'Crystallize' - Live at the YouTube Music
by YouTube Spotlight
402,210
FEATURED
- Jon Stewart Destroys Fox News For Throwing Out The
by smilingandtiredagain
278,524 views
Stephen Colbert schools James Franco on Tolkien
by worldnews102013
107,387 views
Hilarious Stephen Colbert Interview
by MusicalGamerEnsemble
42,877 views
Hilarious Colbert Report Clip - Suq Madiq
by DABEATONE
210,711 views
Comedian Stephen Colbert on Mormon Proxy Baptisms
by politicalarticles
17,929 views
Colbert offers Donald Trump $1million
by nashpersad
94,361 views

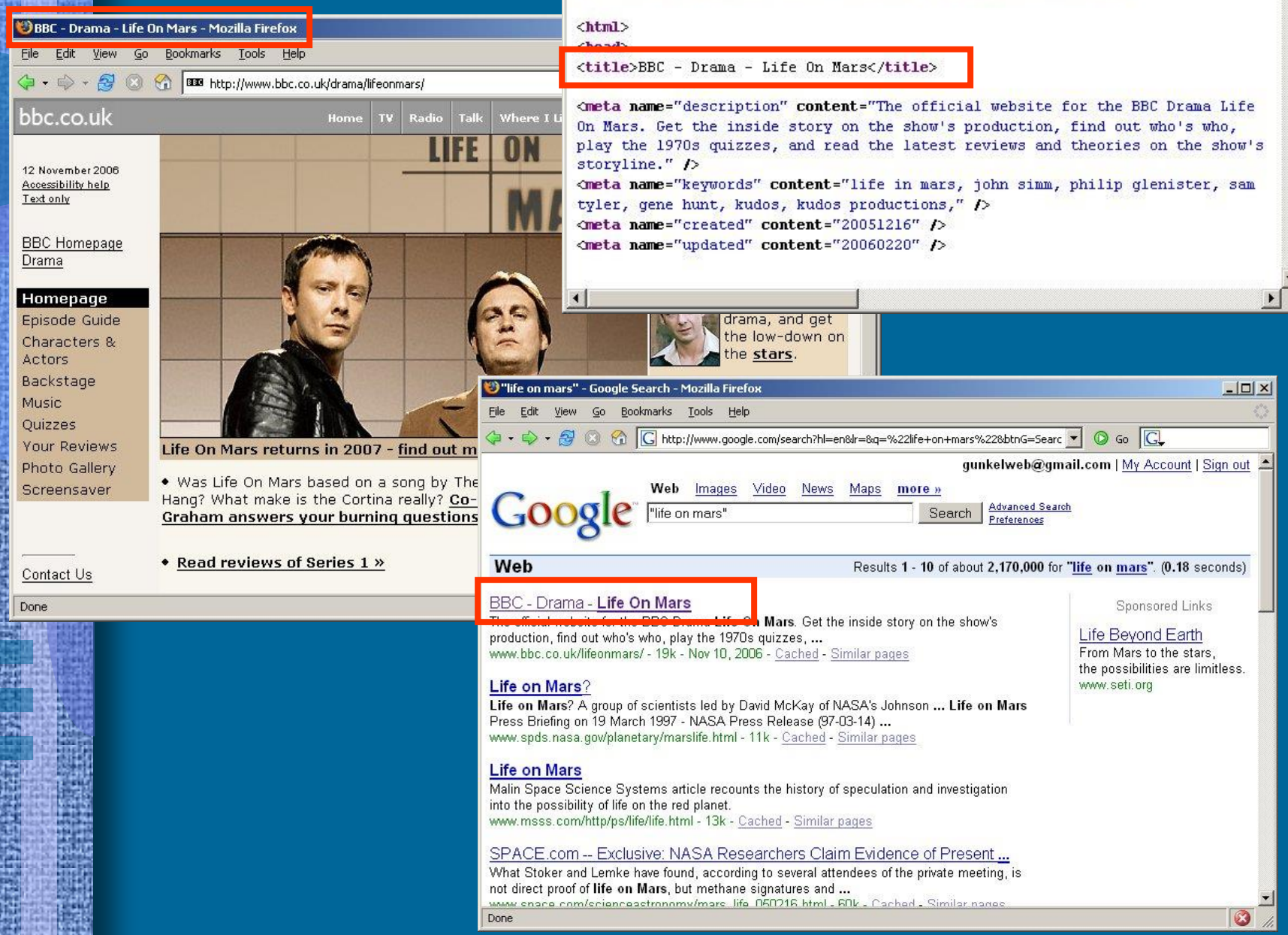
<head>

- Up until now you have included a <head> in your documents but have concentrated your efforts on the development of content, which is placed in the <body>
- Today we want to give more explicit consideration to the <head>



<title>

- Up until now, the only information you have placed in the <head> container has been the <title> & <link>
- The <title> is a container tag that contains a description of the page
- Although the title does not appear in the displayed information, it is important and has varied usage
  - Title appears in the window of the Browser
  - Title is used to identify pages in Bookmarks
  - Title is used by Search Engines to identify a page


BBC - Drama - Life On Mars - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
http://www.bbc.co.uk/drama/lifeonmars/
bbc.co.uk
Home TV Radio Talk
12 November 2006
Accessibility help
Text only
BBC Homepage
Drama
Homepage
Episode Guide
Characters & Actors
Backstage
Music
Quizzes
Your Reviews
Photo Gallery
Screensaver
Contact Us
LIFE ON
Life On Mars returns in 2007 - find out m
Was Life On Mars based on a song by The
Hang? What make is the Cortina really? Co-
Graham answers your burning questions
Read reviews of Series 1 »
Done
view-source: - Source of: http://www.bbc.co.uk/drama/lifeonmars/ - Mozilla Firefox
File Edit View Tools Help
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<title>BBC - Drama - Life On Mars</title>
<meta name="description" content="The official website for the BBC Drama Life On Mars. Get the inside story on the show's production, find out who's who, play the 1970s quizzes, and read the latest reviews and theories on the show's storyline." />
<meta name="keywords" content="life in mars, john simm, philip glenister, sam tyler, gene hunt, kudos, kudos productions," />
<meta name="created" content="20051216" />
<meta name="updated" content="20060220" />
drama, and get the low-down on the stars.
"life on mars" - Google Search - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
http://www.google.com/search?hl=en&lr=&q=%22life+on+mars%22&btnG=Searc
gunkelweb@gmail.com | My Account | Sign out
Google
Web Images Video News Maps more »
"life on mars"
Search
Advanced Search
Preferences
Web
Results 1 - 10 of about 2,170,000 for "life on mars". (0.18 seconds)
BBC - Drama - Life On Mars
Mars. Get the inside story on the show's production, find out who's who, play the 1970s quizzes, ...
www.bbc.co.uk/lifeonmars/ - 19k - Nov 10, 2006 - Cached - Similar pages
Life on Mars?
Life on Mars? A group of scientists led by David McKay of NASA's Johnson ... Life on Mars Press Briefing on 19 March 1997 - NASA Press Release (97-03-14) ...
www.spds.nasa.gov/planetary/marslife.html - 11k - Cached - Similar pages
Life on Mars
Malin Space Science Systems article recounts the history of speculation and investigation into the possibility of life on the red planet.
www.msss.com/http/ps/life/life.html - 13k - Cached - Similar pages
SPACE.com -- Exclusive: NASA Researchers Claim Evidence of Present ...
What Stoker and Lemke have found, according to several attendees of the private meeting, is not direct proof of life on Mars, but methane signatures and ...
Sponsored Links
Life Beyond Earth
From Mars to the stars, the possibilities are limitless.
www.seti.org
Done

<title>

- Employ <title> tag carefully
  - Use a descriptive title that both names the page and provokes users
  - Employ a standard approach across all pages in your site - assist indexing and searches
    - i.e. COMS 359: Main Page

      COMS 359: Course Calendar
  - Do not just repeat the title that appears in the <body> of your document; the <title> is used for different purposes

<meta>

- <meta> = empty tag within <head> container
- Varied Employment
  - Specify Meta-Information (info about info)
    - Content: Information about the content on the page; used by active agents and search engines for locating and accessing content
    - Formal: Information about the formal elements of the page (i.e. language, character set, author, etc.)
  - Special FX
    - Refresh
    - Redirect

<meta>

- Four attributes
  - http-equiv
  - name
  - content
  - url

http-equiv

- Form: <meta http-equiv="*x*" content="*y*">
- Possibilities for variable *X*
  - expires
  - content-type
  - content-language
  - PICS-label
  - refresh

http-equiv

- <meta http-equiv="expires" content="0">
  - Sets an expiration date and time
  - Indicate when a page should no longer be stored locally in the browser cache
  - content="21 April 2013 00:00:00 GMT"

http-equiv

- <meta http-equiv="pragma" content="no-cache">
  - Prevents the browser from storing the page in local cache
  - Always load from the source; useful for dynamic content that updates offen

http-equiv

- <meta http-equiv="content-type"
  content="iso-8859-1">
- Directs the browser to load a specific character set
  - Important for international sites
  - Tell browser what character set to use for text
  - Get character set names from W3C

http-equiv

- <meta http-equiv="content-language" content="en-GB">
- Specifies the designated language of the page
  - en-GB = English, Great Britain
  - Names available in HTML guides and W3C

International Journal of Zizek Studies - Home - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
file:///C:/1-DavidStuff/websites/zizek/zizek-chinese/home_demo2.html
Go
齐泽克研究国际学刊
INTERNATIONAL JOURNAL OF ZIZEK STUDIES
ISSN 1751-8229
主页
相关信息
内 容
投稿须知
Hosted by the Institute of Communications Studies at the University of Le
Done
International Journal of Zizek Studies - Home - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
file:///C:/1-DavidStuff/websites/zizek/zizek-chinese/home_demo2.html
Go
齐泽克研究国际学刊
INTERNATIONAL JOURNAL OF ZIZEK STUDIES
<meta http-equiv="content-type" content="text/html; charset=gb2312" />
欢迎您访问《齐泽克研究国际学刊》
经过前期的文章收集，《齐泽克研究国际学刊》（IJŽS）将于 2007 年 1 月正式创刊。这是一份由专家评议的免费电子学术期刊。正如其标题所示，本学刊致力于研究斯洛文尼亚哲学家和文化理论家斯拉沃热·齐泽克的著作。尽管媒体将齐泽克的形象漫画为“文化理论的‘猫王’”，“马克思的兄弟”，但他将自己荒诞不经的言论与大众文化和政治融为一体的风格还是引起了国际学术界极大的兴趣。
《齐泽克研究国际学刊》（IJŽS）旨在为那些对齐泽克独特的批评思想有兴趣的读者们提供有价值的信息资源，希望避免一些无谓的争论和纯粹的赞美之词。期刊的编辑们来自众多学科，这足以表明齐泽克广阔的学术涉及。同时，学刊将致力于研究齐泽克的作品对其他领域产生的重大的启发性的影响。
一些人对致力于研究一位在世的，非常活跃和擅辩理论家的著作感到迷惑，因为这样大量的学术研究通常是在他们去世后才开始的。许多记者都希望能够将齐泽克作为大众消费品来包装。编辑托尼·布朗（Tony Brown）在和这些记者们的一次访谈中指出：
Done

http-equiv

- <meta http-equiv="PICS-label" content="adult">
- Include rating system into web design
- Not used extensively; might be more useful in future applications
- Information accessed and used by filtering software (i.e. NetNanny & CyberSitter)

http-equiv

- <meta http-equiv="refresh" content="1">
- Specify when a page should be reloaded
- Usage
  - Cycling pages
  - Splash pages
  - Redirects

Notepad++ - C:\1-DavidStuff\niu-classes\coms359\ppt2012\metainfo\page1.html

File Edit Search View Format Language Settings Macro Run Plugins ?

page1.html

```
<html>
  <head>
    <title>page one</title>

    <meta http-equiv="refresh" content="2;URL=page2.html">

    </head>

<body>

  <h1 STYLE="font-size:320px; color:#dd1111">One</h1>

</body>
</html>
```

Notepad++ - C:\1-DavidStuff\niu-classes\coms359\ppt2012\metainfo\page2.html

File Edit Search View Format Language Settings Macro Run Plugins ?

page2.html

```
<html>
  <head>
    <title>page two</title>

    <meta http-equiv="refresh" content="2;URL=page3.html">

    </head>

<body>

  <h1 STYLE="font-size:320px; color:#dd1111">Two</h1>

</body>
</html>
```

Notepad++ - C:\1-DavidStuff\niu-classes\coms359\ppt2012\metainfo\page3.html

File Edit Search View Format Language Settings Macro Run Plugins ?

page3.html

```
<html>
  <head>
    <title>page three</title>

    <meta http-equiv="refresh" content="2;URL=page1.html">

    </head>

<body>

  <h1 STYLE="font-size:320px; color:#dd1111">Three</h1>

</body>
</html>
```

Exercise #2

<meta name>

- Insertion of Meta Information
- Possible values
  - description
  - keywords
  - author
  - copyright
  - generator
  - robots

<meta name>

- <meta name="description" content="...">
- Provide a description of your page
- Search Engines use this description in their hit list
  - Make sure it is descriptive of your site's content and that it entices users to visit the site
  - Make sure it fits the length available in most search engines (150 characters in Google)

<meta name>

- <meta name="keywords"
  content="llamas, old rags, cheese">
- Indicate index level keywords
  - Some search engines use these keywords to index your your site
  - Indicate important ideas, concepts, and terms
- Use a consistent and standard approach
  - i.e. Library of Congress Keywords

<meta name>

- <meta name="author"
  content="Fritz Lang">
- Provide name of author or site manager
- Important for institutional sites that change over time; know who designed the page

<meta name>

- <meta name="copyright" content="2013">
- Embed copyright information into the document
  - This copyright will not be seen by the users
  - So it is a good idea to also provide visible copyright information in the <body>

<meta name>

- <meta name="generator"
  content="Notepad++">
- Indicate how the content was created
  - Specify if a WYSIWYG was used; and which one was used; often automatically generated by the program
  - This information helps the WYSIWYG application identify the page when you edit it
  - Help web designers to know what generator was used to write the page

<meta name>

- <meta name="robots" content="…">
- Indicates whether search engines should add the page to their search result or not
- Possible Values
  - content="noindex" – page should not be indexed
  - Content="nofollow" – page should be indexed but not any of the pages that it links to

*E:\David_Stuff\websites\davewebsite\gunkel.html - Notepad++

File Edit View History Bookmarks Tools Help

david j gunkel - Google Search

https://www.google.com/search?ei=6qi9XMuBOMW7tgXMsKawCQ&q=david+j+gunkel&oq=david+j+gunkel&g

Google

david j gunkel

All News Images Maps Videos More Settings Tools

About 305,000 results (0.43 seconds)

David J. Gunkel - Index
https://gunkelweb.com/
Gunkel. **David J. Gunkel** (PhD) is an award-winning educator, scholar and author, specializing in the study of information and communication technology with a focus on ethics.

David Gunkel - NIU - Department of Communication
https://www.niu.edu/comm/contact-us/directory/gunkel-david.shtml
Professor Media Studies. Profile. (Ph.D., DePaul University) Specialties: information and communication technology (ICT), new media, philosophy of technology, ...

David J. Gunkel - Wikipedia
https://en.wikipedia.org/wiki/David_J._Gunkel
David J. Gunkel (born September 9, 1962) is an American academic and Presidential Teaching Professor of Communication Studies at Northern Illinois ...

David J. Gunkel | The MIT Press
https://mitpress.mit.edu/contributors/david-j-gunkel
David J. Gunkel is Distinguished Teaching Professor of Communication Technology at Northern Illinois University and the author of The Machine Question: ...

David J. Gunkel (@David_Gunkel) · Twitter
https://twitter.com/David_Gunkel

Kids learn that robots are not just things. The question, then, isn't whether this happens or not: it does. The

Święconka w Chicago (2019). pic.twitter.com/lFKslnS...

I know it is just propaganda for the state of MA, but Transcendentalism is cool ... especially Emerson

David J. Gunkel
Editor

David J. Gunkel is an American academic and Presidential Teaching Professor of Communication Studies at Northern Illinois University. He teaches courses in web design and programming, information and communication technology, and cyberculture. Wikipedia

Born: September 9, 1962 (age 56 years)

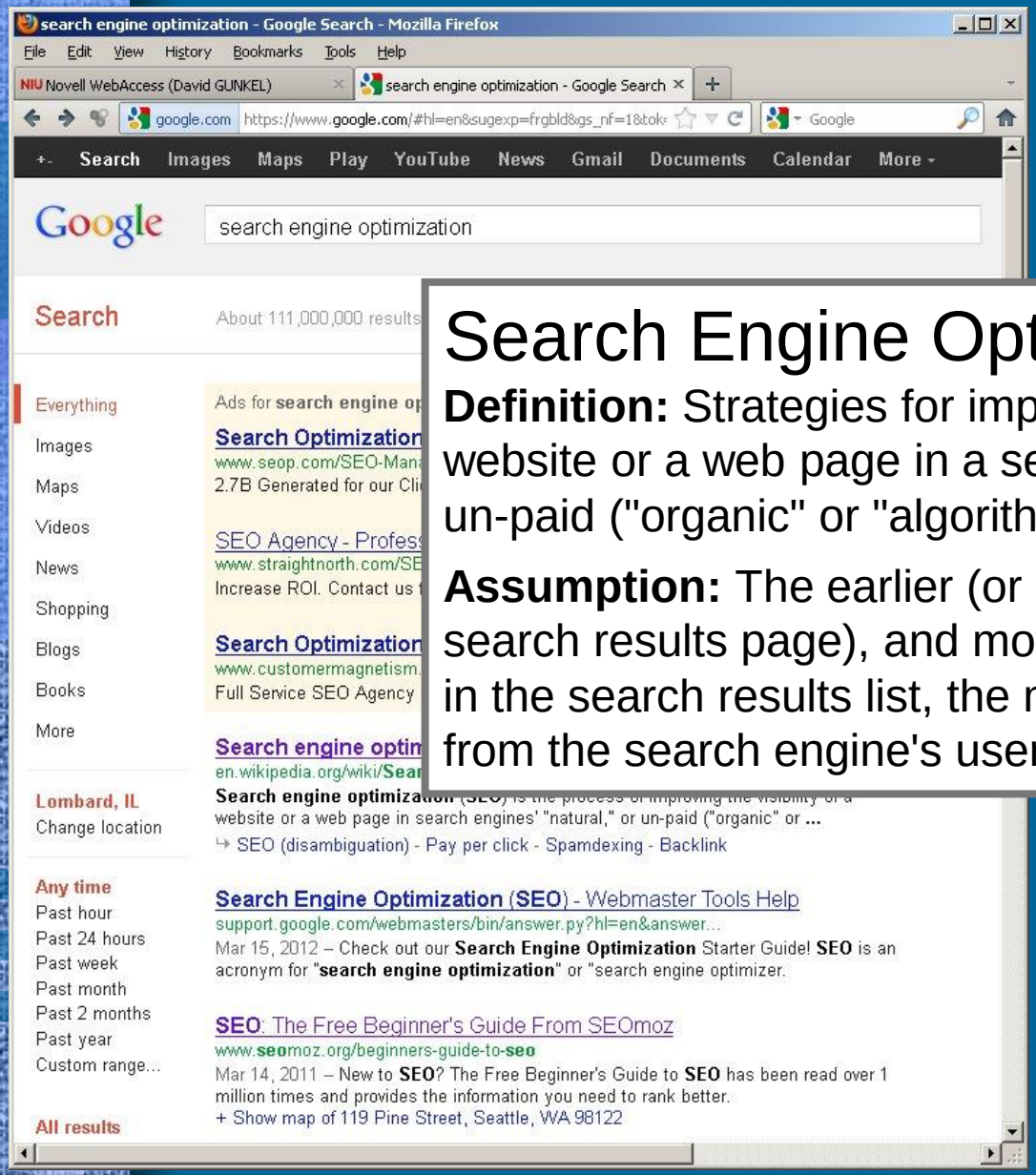
Books View 2+

The Machine Question
2012

Robot Rights
2018

Of Remixology: Ethics an...
2016

Hyper Text Markup Language file | length : 6199 lines : 183 | Ln : 2 Col : 7 Sel : 0 | 0 | Dos\Windows | ANSI as UTF-8 | INS

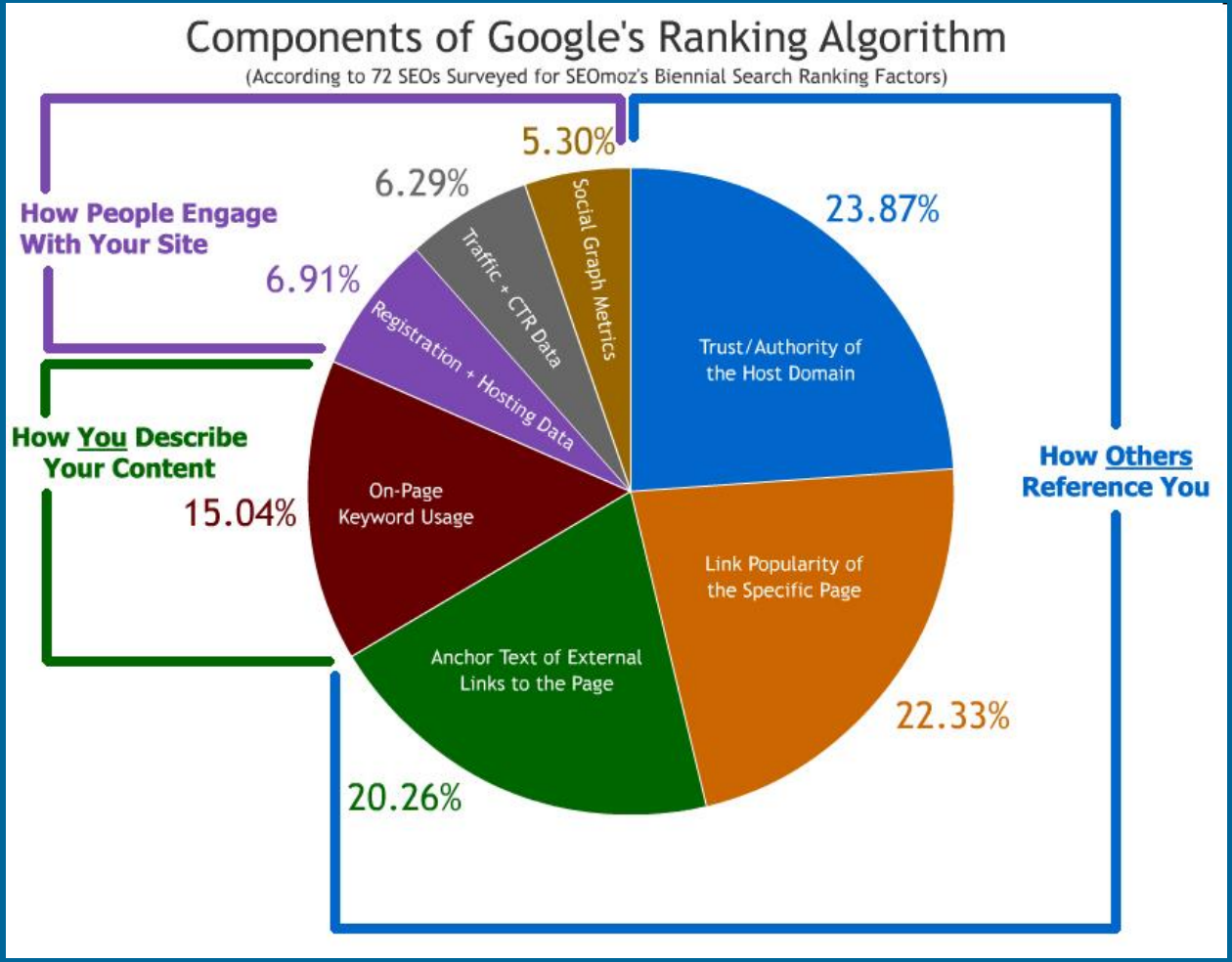


Search Engine Optimization (SEO)

Definition: Strategies for improving the visibility of a website or a web page in a search engine's "natural," or un-paid ("organic" or "algorithmic"), search results.

Assumption: The earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

SEO Strategies



SEO Strategies

<title>

- Indicates the content of a website for both the user and the search engine
- Appears as the title in the search list
- Use descriptive titles

SEO Strategies

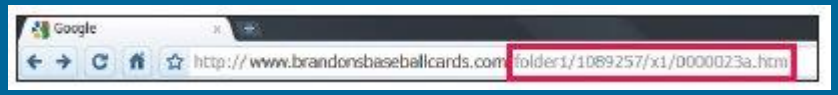
<meta> description

- Provides search engines with a summary or overview of page content
- Often used to provide the page *snippet* that appears in the search list
- Use accurate and descriptive titles; avoid using the same description for all pages in the site

SEO Strategies

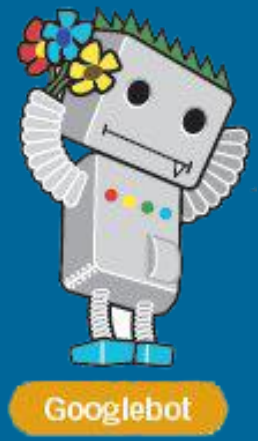
Simple URL & file names

- Register your URL
- Use descriptive categories and file names for pages
- URLs are displayed on search results page



SEO Strategies

- Page Content
  - Two audiences
    - Human users
    - Search bot, i.e. GoogleBot
  - Content development
    - Write clear and readable content for human beings
    - Ensure that the content is also searchable and “speaks” to the search bot

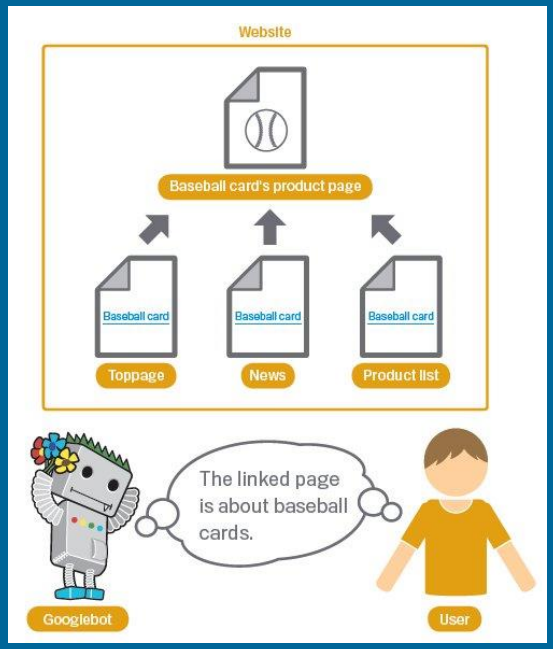


SEO Strategies

Page Content

Top Ten Rarest Baseball Cards

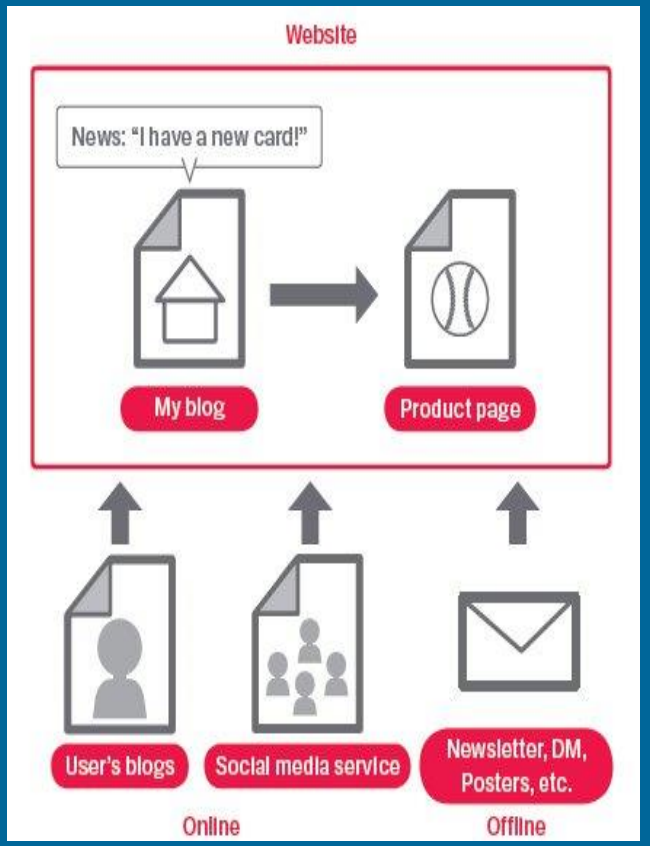
- Keywords
  - <meta> keywords for the bot
  - Use keywords in page content
  - Use keywords for anchor text
- Links
  - *Anchor text* describes the target for both the user and search engine
  - Use descriptive anchor text; avoid generic “click here” or “next page”
  - Either use text for navigation links; or if you use images include ALT attribute to describe the link target



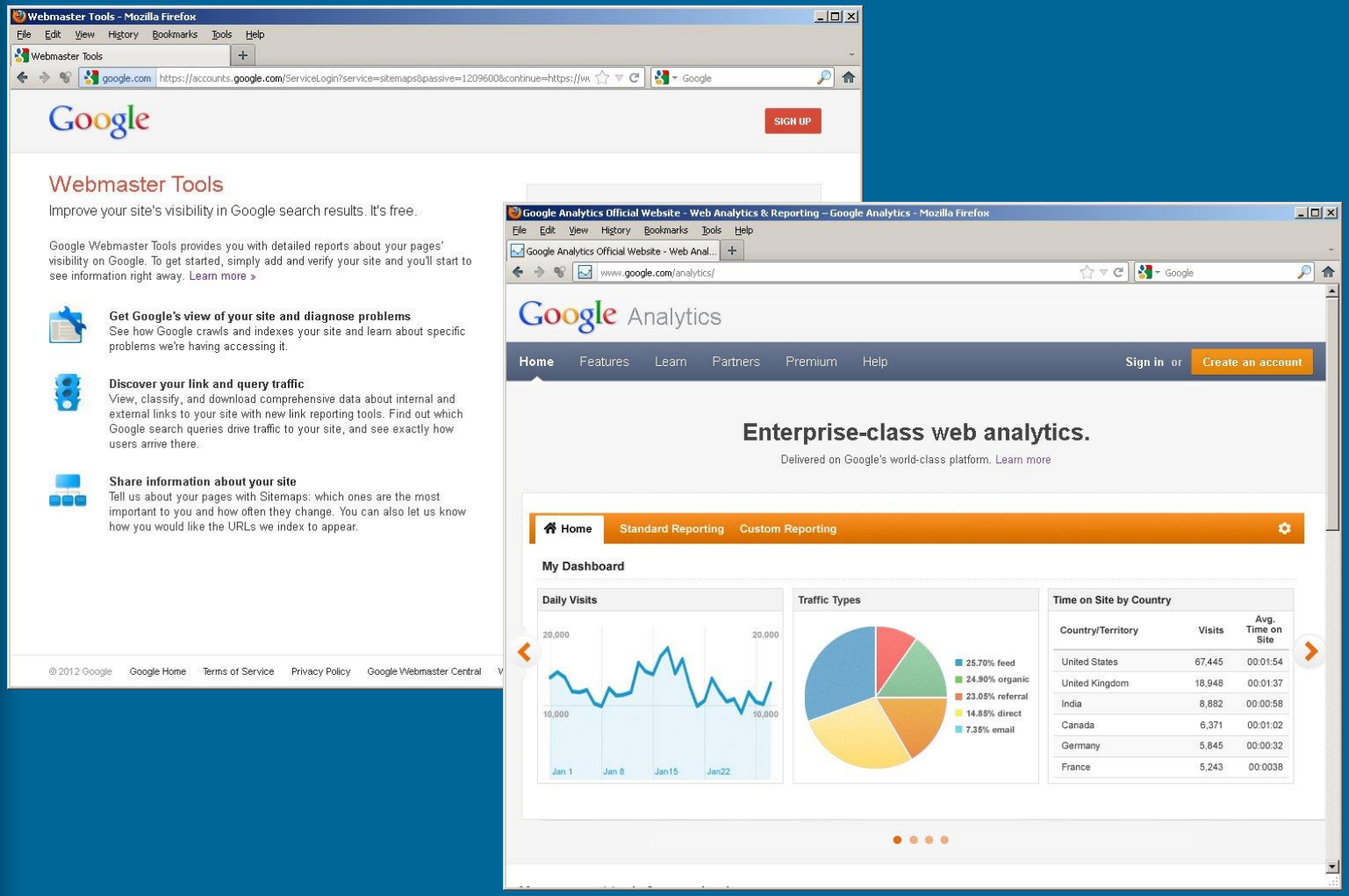
SEO Strategies

Popularity & Back Linking

- Assumption: sites with a lot of links to them are both popular and important
- Increase linking to your site and get others to link to your site
  - Leverage social media
  - Online and Offline referrals



SEO Tools


Webmaster Tools - Mozilla Firefox
Google
SIGN UP
Webmaster Tools
Improve your site's visibility in Google search results. It's free.
Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. Learn more »
Get Google's view of your site and diagnose problems
See how Google crawls and indexes your site and learn about specific problems we're having accessing it.
Discover your link and query traffic
View, classify, and download comprehensive data about internal and external links to your site with new link reporting tools. Find out which Google search queries drive traffic to your site, and see exactly how users arrive there.
Share information about your site
Tell us about your pages with Sitemaps: which ones are the most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.
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Google Webmaster Central
Google Analytics Official Website - Web Analytics & Reporting – Google Analytics - Mozilla Firefox
Google Analytics
Home
Features
Learn
Partners
Premium
Help
Sign in or
Create an account
Enterprise-class web analytics.
Delivered on Google's world-class platform. Learn more
Home
Standard Reporting
Custom Reporting
My Dashboard
Daily Visits
Traffic Types
25.70% feed
24.90% organic
23.05% referral
14.85% direct
7.35% email
Time on Site by Country
Country/Territory
Visits
Avg. Time on Site
United States 67,445 00:01:54
United Kingdom 18,948 00:01:37
India 8,882 00:00:58
Canada 6,371 00:01:02
Germany 5,845 00:00:32
France 5,243 00:0038

Final Note

- Project #3 must employ some kind of <meta> tag(s)
- Examples
  - Use refresh to make a splash page or cycling slide show
  - Use keywords and descriptions to assist searches and page indexing (SEO)
  - Use author and copyright indicators

Preview

- 29 April
  - Project #2 Questions
  - Career Opportunities
  - Course Evaluation
- 1 May
  - Project #2 due