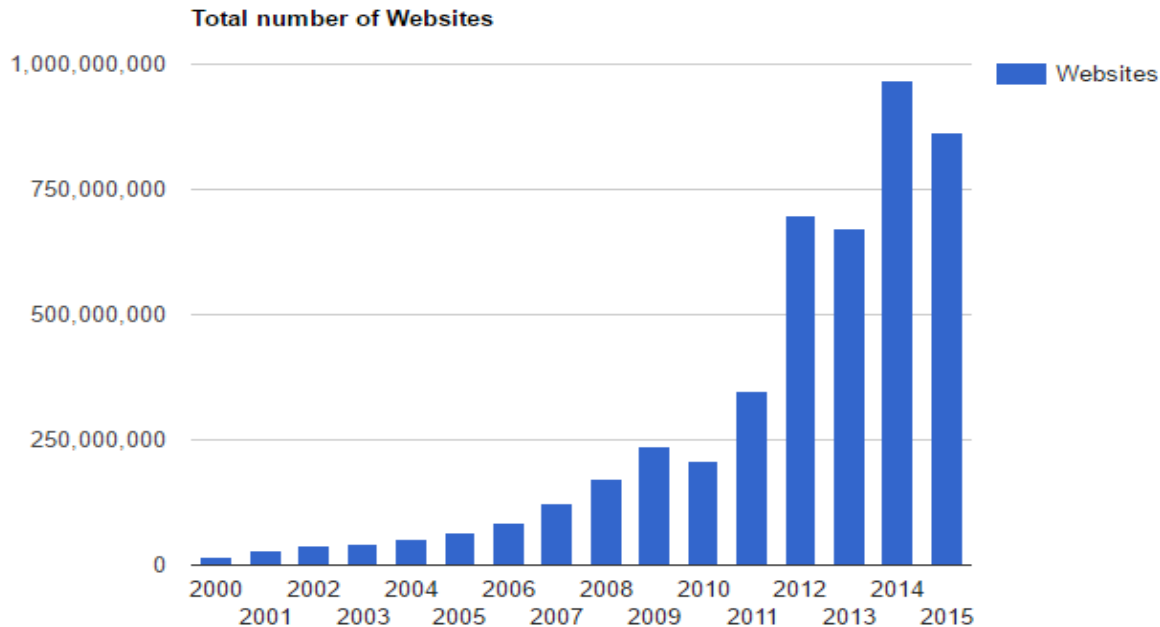


CNIT 131H – 4-day course

Day 4

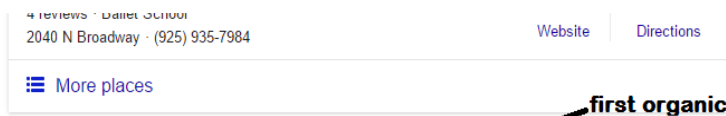
- Any doubts from Day 3?
- SEO – Search Engine Optimization
- Why do we need it?
- Visit the website <http://www.internetlivestats.com/total-number-of-websites/> and take a look at the graphic below:



- How do you want to be found???
- Which one is the most used Search Engine around? Always base yourself on studies, not on what other people say or about what you use. A good website to take a look at is <http://gs.statcounter.com/> - you can even see the most used browsers, most used mobile browsers, etc. Up to this date, Google is still dominant in this area of Search Engine, right?
- Good idea to follow Google recommendations - <https://support.google.com/webmasters/answer/35769?hl=en> (this is the Search Console Help of Google with simple guides for webmasters).
- What is SERP? Search Engine Result Page
- How is the SERP in Google? Difference between Sponsored and Organic
- Little details to pay attention to when developing your pages:
 - Do you have a list of important keywords for your website?
 - The content within <title> and </title>
 - The headings
 - The links (content)
 - Difference between inbound and outbound links
 - The meta tag description
 - If you use social media, make sure that your posts contain a link to your site and vice-versa
 - Does your website has valid HTML & CSS?
 - Is your whole content spelled correctly?

- Is your website mobile-friendly? You learn more techniques in CNIT 132 (Intermediate HTML & CSS) and in CNIT 133M (Mobile Web Dev w/ HTML, CSS, JS) but the minimum is to use the new semantic tags created in HTML5
- Is your web hosting (web server) stable?
- Is your whole website made for your intended target audience (colors, font selection, content)?
- Other more advanced details on how to improve your site for SEO is learned at CNIT 132S (SEO & Analytics for Web Dev)
- Let's make a simple exercise to enhance our 3-page website.
- Think first about the content of your website – what keywords would be used by users when trying to find your website via search engine? List at least 10 keywords – one tip here: for the website we have just created in this course, one keyword would definitely be your name, right? What are the different ways that people know you? Formal name, nickname, last name?!?
- After listing those keywords, take a look at the content between <title> and </title> tags of the 3 html files – you should NEVER have the same title for all pages – compare to a store with 3 different doors
- Take a look at the meta tag description – does the content attribute value have good keywords and summarize correctly the content of your page? If not, modify it.
- Example of sites being listed in the Organic part of SERP in Google and showing the content value of the meta tag description:

The search term used here was “ballet classes” and the top of the image shows the beginning of the Organic list in the search result page of Google. The second part shows the code of the first organic listed website to show the meta description – notice that the content value of the meta description is used by Google to describe the website



The Ballet School - The Ballet School Performing Arts - Ballet, Dance ...
 theballetschool.org/ ▼
 The Ballet School Performing Arts - Ballet, Dance, Fitness and Theater Training for kids and adults in Walnut Creek, CA.
 Home | Contra Costa Ballet School
 contracostaballet.org/ ▼
 Ballet School ... Classes. Children's Division (ages 3½ – 6½) · Student Division (ages 7 – 18) · Adult/Open Division · Summer Intensive ...

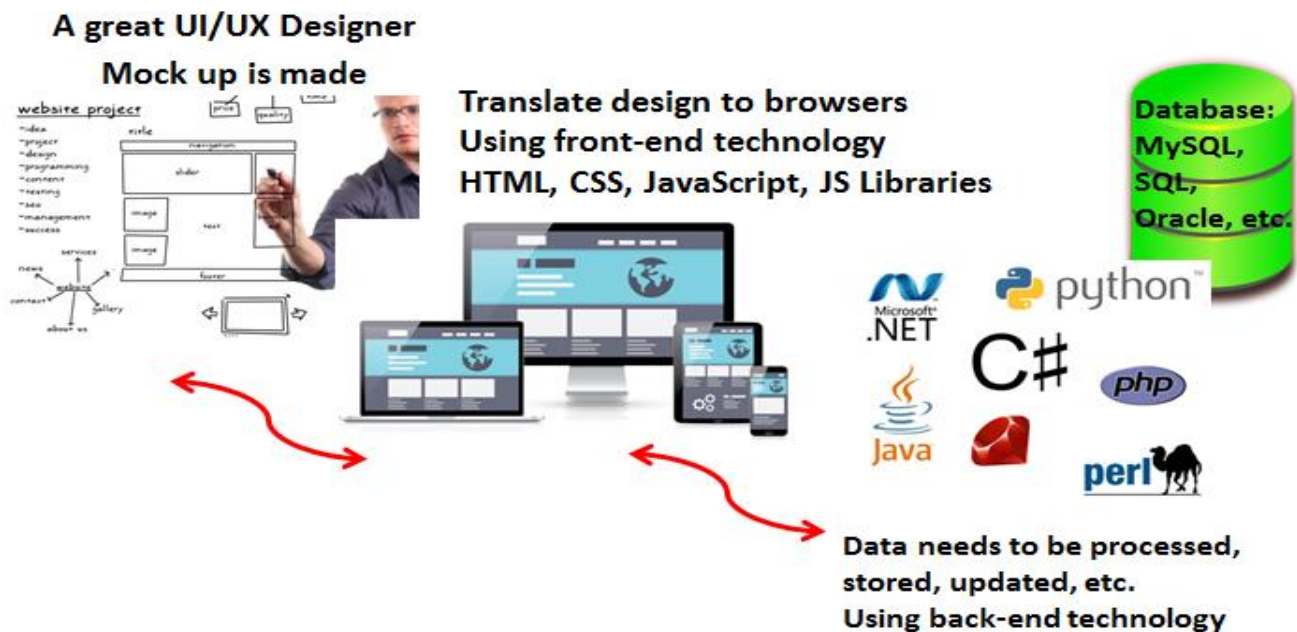
```

1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml" lang="en-US" xml:lang="en-US" prefix="og: http://ogp.me/ns#">
3 <head profile="http://gmpg.org/xfn/11">
4 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
5 <title>The Ballet School - The Ballet School Performing Arts - Ballet, Dance, Fitness and Theater Training for kids and adults in Walnut Creek, CA</title><meta name="viewport"
6 content="width=device-width, initial-scale=1.0"/>
7 <!-- BEGIN Metadata added by the Add-Meta-Tags WordPress plugin -->
8 <meta name="google-site-verification" content="qkaioQE1HwOKDqBpmmSzj0SAKakRI-_x7JzcQ-wD02k" />
9 <meta name="description" content="The Ballet School Performing Arts - Ballet, Dance, Fitness and Theater Training for kids and adults in Walnut Creek, CA" />
10 <meta name="keywords" content="faculty, pas faculty, slider, voice & piano faculty" />
11 <!-- END Metadata added by the Add-Meta-Tags WordPress plugin -->
  
```

- Take a look at your links – do they have good keywords? If not, modify those.
- Take a look at your headings – are they placed correctly, do they have good content that kind of summarize what is coming after them?
- Do you think it would be a good idea to link your website to the pages of the companies you worked for and the schools/courses you studied at? If you think so, then do it – you would be creating good outbound links to good places that have already well-known websites. If you think it's a good idea (it's appropriate), then modify the code to do that – remember that in this case, you will be linking to an external website which means that it might be a good idea to code the anchor tag (<a>) with the target="_blank" attribute to have the user open that website in another window or tab of the browser. Also remember to code the value of the href attribute with

the COMPLETE URL of that site – example: the code `City College of San Francisco` would be the correct way to link to the CCSF main website.

- Who do you think could be a good candidate for you to give a call or send an email requesting to have their website linking to yours?
- Do you have a very active social media such as: Facebook page (not a Facebook account), Twitter, LinkedIn, Pinterest, Instagram? Make sure you include those links – they might show up in the footer (at the bottom of your main page or at the bottom of all your pages). Do not even bother to include accounts that you rarely use!
- Paying attention to these small details are important and will help but, of course, there are other things that need to be done.
- Comments about working in a web development team: web designer, front-end developer, back-end developer



- Where do you see yourself?
- CNIT Department at CCSF is concentrated in the front-end development part – HTML, CSS, JavaScript (and its libraries/frameworks)
 - Recommendation to study at least one back-end programming language and one database
 - Recommendation to study something in web design
- Technology keeps evolving – importance of keeping yourself up to date
- Ways to keep yourself up to date:
 - Website Magazine – free subscription – you can subscribe at <http://www.cdasilva.info> (on the left side, you will find a link for a free subscription)
 - MeetUps – there are hundreds of groups in San Francisco and some others in the Bay Area – <http://www.meetup.com> – some meetings are free, some are paid but it's free to enroll in the group and you will start receiving emails when they have meetings
 - Volunteer in your community
 - CCSF has the Web Developers and Designers Club (it's a group that uses Google Groups to communicate); and the Coders' Club (they have meetings at the college)
- Anything you develop, you should keep a link and/or images in your personal website – your e-portfolio

- Where are you going after CNIT 131H (this course)?
 - Options at City College SF – CNIT Department:
 - AS Degree CNIT – Web Development focus - <http://ccsf.curricunet.com/Report/ProgramPreview/238>
 - Website Development Techniques Certificate - <http://ccsf.curricunet.com/Report/ProgramPreview/472>
 - Mobile Web App Development Certificate - <http://ccsf.curricunet.com/Report/ProgramPreview/476>
 - Advanced Web Development Certificate - <http://ccsf.curricunet.com/Report/ProgramPreview/338>
 - JavaScript Specialist Certificate - <http://ccsf.curricunet.com/Report/ProgramPreview/337>
 - Options at City College SF – CS Department (if you studied Android Development)
 - Android App Programming Certificate - <http://ccsf.curricunet.com/Report/ProgramPreview/466>