Link Wheel Project

MW Sept 2014

Website Visibility
Pleasing the crawler

This Project is COMPULSORY

1. Create a basic <u>LINK WHEEL</u>, test it, and mail detail as below to the lecturer on or before the specified due date.

2. This LWP forms part of the evaluation of the WebVisSE-7 course. Students MUST: - submit the LWP; - write the examination; - and achieve a combined average mark of 70% or above to receive the university credits.

3. This LWP is worth 40 marks, the written exam 60 marks. There are no subminimums for either the LWP or the exam.

4. Identify any existing website which is themed - i.e. florbal, cycling, football, art, news, games, book sales, etc. This website will become your money site, i.e. the hub of the link wheel.

5. Create a link wheel of exactly 4 nodes around the hub. Each node must; - be NEW, i.e. you have to create new content on a new address (eg a blog). - point to the hub and to the next node. - be hosted on a different URL.

6. Each node must; - contain some new, original text (at least 200 words). - be themed to and supportive of the money site. - be written in your own words in English. - must contain a link to the next node. - must contain a link to the money site.

7. You must submit, as an attachment to an email only, a single A4 PDF page, containing the following: - Your Name, Surname and Student no; - a clear drawing of your link wheel; - all 5 URLs clearly shown. In the body of your email, provide the URL of the first node as ordinary text.

8. All writing (text) on this single sheet MUST BE TYPED – not handwritten. Any drawings, etc, may be freehand.

Website Visibility:
The Theory and Practice of Improving Rankings