Grid – Module a BASICS

MW Sept 2014

Topic – WHAT?	Objective – YOU SHOULD	Book Ref. – READ!	Actions – DO!	Evaluation – CAN YOU?
The Trilogy	Understand the synergy between the 3x elements	p1 - 3	Register as user on Digital Library via: www.web-visibility.co.za Read book references.	Do you understand how these 3 inter-relate? How changes in the one affect the other one?
The User/ Coder, Success	Understand relationship between User and Coder, interpret searching success figures	p3 - 11	Download JA (2004): "Empirical evaluation …". Interpret Fig 1 in this article. Read article Fig 1 and book Fig 1.2 together	Do you understand what the relationships between the user and the coder are? Compare how keyword length vs. search success has changed over the years.
Algorithm Updates	Become and remain up to date with Google algorithm updates		Use Bing to find some articles on "Google algorithm Updates", and read at least 5	Are you familiar with the Google algorithm updates over the past few years? Can you state how it affects website design?
HTML Basics	Identify the subsections of an HTML webpage and basic coding elements	p11 - 14	www.web-visibility.co.za Inspect the HTML coding of this homepage, identify metatags, body, etc	What role does the basics of HTML play in SEO?

Website Visibility:
The Theory and Practice of Improving Rankings