

Grid – Module b

Search Engines + Metrics



MW Sept 2014

Topic – WHAT?	Objective – YOU SHOULD	Book Ref. – READ!	Actions – DO!	Evaluation – CAN YOU?
Search Engines	To know the current leaders, how they function, and be aware of new developments	p19-27	Download CP: "A comparative analysis..." (2011). Combine and interpret Figure 6 and 7 from this CP	Can you compare the major Search Engines? Can you interpret the potential effect of new developments?
Popularity Analytics	Identify and understand how little/much value each analytic has	p17 - 18	Can you find a website with Google Analytics code? Read book reference	Can you interpret each analytic measure? How does the one affect the other?
SERPs	To know the differences in the way in which SEs present their results	p30-37	http://www.huomah.com/Search-Engines/Search-Engine-Optimization/Bing-vs.-Google-5-Real-World-SERPs-Analyzed-Part-1.html	Can you view SERPs as your user sees them?

Website Visibility:
The Theory and Practice of Improving Rankings

