

Grid – Module e Hyperlinks & Metatags

MW Sept 2014



Topic – WHAT?	Objective – YOU SHOULD	Book Ref. – READ!	Projects– DO!	Evaluation – CAN YOU?
Hyperlinks	Understand the value of links, its coding, and the role of anchor text	p70 - 75	Do the Anchor text checking exercise in the Content Presentation	Can you write indicative, descriptive, keyword rich anchor text?
Metatags	Understand the role of the 3x relevant tags, to be able to evaluate a given tag and write good ones	p75 – 90	Do the quality evaluations in the Content Presentation. Download Conf. papers: (2002); “Effective application of...” AND (2003); “Search Engine information...”, and read both.	Can you write crawler AND human-pleasing metadata?

Website Visibility:
The Theory and Practice of Improving Rankings



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