

Grid – Module g Website Visibility

MW Sept 2014



| Topic – WHAT? | Objective – YOU SHOULD | Book Ref. – READ! | URL Ref. – DO! | Project – DO! | Evaluation – CAN YOU? |
|-------------------|--|-------------------|--|---|--|
| Indexing | To enable the student to determine whether or not a webpage is indexed | p25 - 26 | Download Technical Report (2012): “European university homepage website visibility...” | Using any two domains you know, see how quickly you can determine whether or not they are indexed by Google and Bing | Can you describe and use 2x methods you can use to determine if a domain is indexed? |
| Visibility | To enable the student to measure the degree of website visibility of a webpage | CH6: p141 – 179 | Download Conf Paper: (2011); “Rogue’s Gallery...” | Using any 2 free tools you know, measure the degree of website visibility of a webpage | Can you describe and use at least 2x different tools you can use to determine the website visibility of a webpage? |
| Social SEO | To raise awareness of the value social media content contribution has | | Use Bing to find 5 good articles on social Media SEO – read | Do a search for any topic with which you are familiar. View the first 5 SERPs. How many results are from blogs, Facebook, Twitter, etc? | Can you visualize a campaign to increase website visibility using social media? |
| Mobile SEO | To understand the role mobile usage plays across the globe | | Use Yahoo! to find 5 good articles on mobile SEO – read | Do a search on Yahoo! on a desktop/laptop, and at the same time on a mobile device. Is there a difference on the SERPs? | Can you explain the what and why of Responsive Web Design? |

Website Visibility:
The Theory and Practice of Improving Rankings



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