Grid – Module b
Search Engines + Metrics

Topic – WHAT?	Objective – YOU SHOULD BE ABLE TO…	Book Ref. – READ!	MW Nov 2015 Actions – DO THIS!	Evaluation – CAN YOU DO THIS?
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? Can you determine whether a website uses classic or UA Google Analytics?
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