WEBSITE

GUIDELINE

ABSTRACT

Please use this guideline to understand what website design and search engine optimization (SEO) consist of. Please scan the QR codes associated with the text to learn more and see videos explaining each topic. Brick by brick Rome was not built in a day.

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Learn the rules like a pro to break them like an artist.
- Pablo Picasso

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What is Web Design?

Web Design is listing goods and services through graphics and written content to connect to users and potential clients/customers on the Internet. Effective web design is done on a mobile-friendly platform that can be easily viewed and used on mobile phones, tablets, personal computers, and Macintosh devices. In addition, web Design can be done in different scripts depending on whether you sell goods or create a place to view information. Web Design scripts include HTML, CSS, JavaScript, PHP, and others to display content.

What is Search Engine Optimization (SEO)?

Search engine optimization is known as the term SEO. SEO makes a website more accessible for search engines to find based on keywords or phrases in specific locations. SEO is the technique a skilled website designer uses to improve a website's technical setup, content relevancy, and link popularity so that its pages can be more easily found and more relevant to user search queries. The more visible your pages are in search results on the Internet, the more likely you'll get noticed and draw new and returning clients to your company or Website based on your keywords or phrases.

How is Search Engine Optimization (SEO) Different from Web Design?

Technically, you can have a website without SEO, but you can't have SEO without a website. Search engine optimization (SEO) refers to making your Website or business more visible at the top of search engine page listings when users search for goods or services with keywords/phrases associated with your Website content in the front and back end. As a result, the Website becomes more popular among users and with search engines because of search queries related to your keywords. Web design is simply the layout or listing of content pages to display goods, services, or information. Web design and SEO are related based on the informational content listed on your Website and how your images and links are tagged and related to your keywords.

Why are Keywords so Important?

Keywords inform search engines about the content of your Website's pages. The words and phrases people type into search engines to find the information they're looking for references to "keywords" in this context relating to your goods or services. People use search engines like Google, Yahoo, Bing, Alexa, and others to say or type keyword information about your mobile-friendly URL in the address bar or business listing based on these keywords.

Why Include my Location on my Website?

The benefits of mentioning your location and services on your Website include increased visitors and location-sensitive searches based on keywords /business listings. Including your business location connects you to Google Business and maps views of brick-and-mortar locations. Consumers who think about using a business want to know more than where it is.

What is Content or Website Content?

Content is the images and descriptions of goods or services displayed on a website. The more educational the content is, the more valuable a search engine will rank it. Content is also keyword sensitive, and listing your desired locations often in your content can assist your website rank in the proper search queries.

Why Should I Update my Website Often?

Updating your Website promotes good SEO practices because your Website continues to grow with more content for search engines like Google to crawl and list when users search for keyword information. Updating your Website's content can include adding locations or detailed descriptions of goods and services based on keywords or phrases. Epic updates to your Website help it rank and should be of educational value as users use and search for knowledge with integrity.

What is On-Page SEO?

On-page SEO is content or scripting optimized directly on your Website itself. Examples of on-page SEO include optimizing your meta descriptions, alternative tags, and title tags. In addition, creating specific, high-quality content, such as pages added to your Website about goods, services, or locations, is on-page SEO. In short, anything done directly on your Website as an update is on-page SEO.

What is Off-Page SEO?

Off-page SEO is sometimes known as off-site SEO. Off-page SEO is promoting your website or business listing on social media, blogs, or other websites that backlink to your Website. In addition, off-page SEO aids in increasing a website's domain authority, recognition, and company reputation with quality reviews. Although links are not the only off-page signals used by Google's algorithm to rank a site, they are arguably the most significant regarding off-page search engine optimization SEO.

What is Web Hosting?

Web hosting is the place that holds your Website's files. Web hosting is where your Website lives. Your entire website content, including the pages of content, images, and scripts, is located in your hosting account. Your Website can not be on the Internet without being hosted. A good host, like any other, should protect your Website's files, back them up for you, and notify you when it's time to renew your policy.

What is a Domain Name?

A domain name is the name of your Website address. Like a house address, it refers to where your Website lives. It is the characters someone must type in an address bar to go to your Website address. A domain name is technically called a uniform resource locator or URL. When practicing good SEO, someone should include the keywords of their service in a domain name. For example, if you build websites in Queens, NY, a good domain would be WebDesignQueens.com.

What is an SSL Certificate?

The green lock next to your domain name on an address bar is an SSL certificate. A Secured Site License SSL truly stands for a Secure Sockets Layer and establishes an encrypted code preventing unauthorized access or hackers to information on a website. Having an SSL on your Website conceals your data establishing trust amongst your website users. It also affects your Website ranking without having one. An SSL certificate is essential when financial information such as credit card numbers or passwords is submitted over the Internet. It has also been named a digital certificate.

What is Google Analytics?

Google Analytics is a unique script provided by Google that gets applied to a website's head (top of the Website) to measure the Website's traffic. It is created with a valid Gmail account. Google Analytics counts the number of users on your Website. In addition, it can reveal the devices your Website is viewed on, such as mobile phones, tablets, or computers. Finally, Google Analytics shows locations people view your Website from, an overview of how people interact with your Website to help you make marketing decisions, off-page referrals, and on-page website interactions.

What is Organic SEO

Organic SEO is reflected when your website ranks in the top areas of a search engine without paying for it. It is done strategically and with keywords and phrases in the correct parts of your website, content, and business listings. Organic SEO is an art form and is not a cookie-cutter process for every website or business. It is unique to each website requiring time, content building, and an understanding of the essence of your target audience.