

(OA5) Online Assignment - Search Engines

Explore the clues that Search Engines find- Utilize the project sheets to explore three different websites and the Meta-tags they utilize to get themselves to the top of the search engine charts. You will compare each one, then choose one of the three to illustrate a site map of their site.

This assignment requires workbook pages. Those pages can also be downloaded at:

<http://iadt.learn2xl.org/wf/pdf/DiscoveryWork.pdf>

Some additional information:

<http://www.searchengineguide.com/keywords.html>

The first step is to learn about the search terms that your target audience is using when using search engines. These search terms are the keywords and keyphrases that can be used to market any web site.

<http://www.searchengineguide.com/submission.html>

<http://www.goodkeywords.com/products/gkw/>

How Search Engines Work

By [Danny Sullivan](#), Editor <http://searchenginewatch.com/facts/article.php/2168031>

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The term "search engine" is often used generically to describe both crawler-based search engines and human-powered directories. These two types of search engines gather their listings in radically different ways.

Crawler-Based Search Engines Crawler-based search engines, such as Google, create their listings automatically. They "crawl" or "spider" the web, then people search through what they have found. If you change your web pages, crawler-based search engines eventually find these changes, and that can affect how you are listed. Page titles, body copy and other elements all play a role.

Human-Powered Directories A human-powered directory, such as the Open Directory, depends on humans for its listings. You submit a short description to the directory for your entire site, or editors write one for sites they review. A search looks for matches only in the descriptions submitted. Changing your web pages has no effect on your listing. Things that are useful for improving a listing with a search engine have nothing to do with improving a listing in a directory. The only exception is that a good site, with good content, might be more likely to get reviewed for free than a poor site.

"Hybrid Search Engines" Or Mixed Results In the web's early days, it used to be that a search engine either presented crawler-based results or human-powered listings. Today, it extremely common for both types of results to be presented. Usually, a hybrid search engine will favor one type of listings over another. For example, MSN Search is more likely to present human-powered listings from LookSmart. However, it does also present crawler-based results (as provided by Inktomi), especially for more obscure queries.

The Parts Of A Crawler-Based Search Engine Crawler-based search engines have three major elements. First is the spider, also called the crawler. The spider visits a web page, reads it, and then follows links to other pages within the site. This is what it means when someone refers to a site being "spidered" or "crawled." The spider returns to the site on a regular basis, such as every month or two, to look for changes. Everything the spider finds goes into the second part of the search engine, the index. The index, sometimes called the catalog, is like a giant book containing a copy of every web page that the spider finds. If a web page changes, then this book is updated with new information. Sometimes it can take a while for new pages or changes that the spider finds to be added to the index. Thus, a web page may have been "spidered" but not yet "indexed." Until it is indexed -- added to the index -- it is not available to those searching with the search engine. Search engine software is the third part of a search engine. This is the program that sifts through the millions of pages recorded in the index to find matches to a search and rank them in order of what it believes is most relevant. You can learn more about how search engine software ranks web pages on the aptly-named [How Search Engines Rank Web Pages](#) page.

Major Search Engines: The Same, But Different

All crawler-based search engines have the basic parts described above, but there are differences in how these parts are tuned. That is why the same search on different search engines often produces different results. Some of the significant differences between the major crawler-based search engines are summarized on the [Search Engine Features Page](#). Information on this page has been drawn from the help pages of each search engine, along with knowledge gained from articles, reviews, books, independent research, tips from others and additional information received directly from the various search engines.

Name _____

WF- (am) (pm)

(OA5) Online Assignment - Search Engines

Discovery Work –“Know the Competition”

It is important to understand what Search Engines do, and how web designers are responsible for the success of a site. Find one website that explores Search Engine Optimization and educates you on how to optimize a site to be successful on the web. **Email the instructor your resource.**

Your additional web research will be handed in on this form: You are working on developing a site for a local business. You need to conduct a survey of the client’s competition. Use the following three sites to analyze the competition or choose your own. **(Sites chosen MUST HAVE Meta-tags!!)**

1. <http://www.coffeeam.com/>
2. <http://www.sweetmarias.com/>
3. <http://www.peets.com>

OR Choose three similar sites of your own:

1. _____
2. _____
3. _____

What do all three sites have in common?

What are some unique features of each website?

Site 1: _____

Site 2: _____

Site 3: _____

Which features would you incorporate into your own site?

Right click on an area of the site that is vacant of images or text. Select “View Source”. In the first lines of code should be meta-tags for the site- an aspect of web design crucial to being found on search engines. Below are the meta-tags for www.coffeecoffee.com

```

<title>Gourmet Coffee, Tea, Gifts & Of-The-Month Clubs</title>
<meta name="description" content="Gourmet Coffee and Tea, accessories, gifts, and of-
the-month clubs. We roast every bean we sell!">
<meta name="keywords" content="gourmet coffee, tea, coffee club, tea clubs, fresh
roasted, fresh roast, arabica grade, shade grown, organic, loose leaf, looseleaf tea,
espresso, of the month club, spice club">
<base HREF =" http://www.coffeecoffee.com/Merchant2/">

```

Search Engines Continued

What similarities are found in the meta-tags (words) for all three sites?

How do the meta-tags differ for each site (words)? Are there unique keywords to each?

Site 1: _____

Site 2: _____

Site 3: _____

Notice the design principles. What unique colors and elements are used in the sites? Answer these questions...

Site 1:

Are the navigation buttons in the same place on every page? _____

If color is used to indicate sections, is it used consistently? _____

Is the logo used as a link to the home page? _____

What needs to be changed so that the site has consistency? _____

Site 2:

Are the navigation buttons in the same place on every page? _____

If color is used to indicate sections, is it used consistently? _____

Is the logo used as a link to the home page? _____

What needs to be changed so that the site has consistency? _____

Site 3:

Are the navigation buttons in the same place on every page? _____

If color is used to indicate sections, is it used consistently? _____

Is the logo used as a link to the home page? _____

What needs to be changed so that the site has consistency? _____

Search Engines Continued

Illustrate the FLOW CHART or SITE MAP for <http://www.coffeecoffee.com/> (or the site you chose ... [http:// _____](http://_____))

Determine the basic navigation of the site- showing what pages are linked to the main page, and one additional (simplified) level on three of the linked pages. (Only work three links and their "child pages")

