

Questions

Institution Affiliation

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Good-looking web attracts clients and makes all required contents to be easily accessible. The organization of the web requires to be balanced, that is; to ensure the design does not tip to one side or the other. It should be compartmentalized by use of grids because they make everything easier on the eye. That means that sidebars should follow the rule of thirds and the golden ratio (Liao et al 2016). It becomes more pleasant when one uses two to three colors to dominate his/her web and use tint and shades to increase palette. Every color used should have a message. Graphics is one of the most essential elements in web design.

While designing a web some people make common mistakes which becomes a problem to its users. They include the following; duplicating of the content which occurs in two forms, that is: near-duplicates and true duplicates. Cannibalization of the keyword is also a common mistake; according to Leavitt et al (2002), it refers to the situation where multiple pages target the same keywords. It affects the ability of the site to have one page that strongly targets a given term. The other mistake is a domain, subdomains, and protocols which refers to the inclusion of many variations, these issues require to be solved by with the URL redirections. Finally, the web designer may have a problem of incorrect implementation of canonicals URLs.

Several tags are used while designing a web. Examples of such tags include the following; title tags which refer to those tags' titles appearing above a website description in the SERPs. It helps to tell the user what is expected in the next specific web page. Header tags are also a good example

A tag is an element inserted into a document or file that changes the look of content or performs an action. A tag is usually one word and it describes HTML objects or links. an example of it is the page title; <title> advertising Lenovo</title>. They are the most essential element in SEO. Title tags are important section because they specify the title of a webpage.

They provide a clear and comprehensive idea of what the content of the pages is all about.

Meta description tags are another paragraph placed in the header of a webpage of which it is displayed in a SERP along with a title and page URL. It helps to reflect the essence of a page containing more detailed content, (Nielsen, J. 1999).

Email marketing is a good example of behavioral targeting small business and big businesses mostly use. It allows one to target email marketing basing on the user action. If a client visits the website but forgets an item on their cart, one design an email marketing around their behavior.

The community have the public content so that its accessible to search engines and should be well structured. Nielsen, J. (1999), argues that, while displaying the content on the web, all the topic all contents and all-important pages have to be linked to each other in a logical and accessible way. Also, ensure focus on answering search intent because of community search for a reason.

Definition of site structure strategy which refers to structuring pages and its content on one's site in ab hierarchical that is logical. Also, by maintaining the production of content. Once the website has been structured it requires one to continue producing high-quality content regularly. By doing this, it adds more linkable assets on the website.

Directories play an important part in search engine optimization because they provide with a rapid way to get new links to a site. They also ensure that submission policy is adhered to which require one to pay for an editor to review the listing. Pay for inclusion ensure search engine includes pages from a website in its index form in exchange for payment. Their role is to ensure submitted web pages are not dropped from the search engine for a specific period.

Engine spider and robot are a key determinant to every search engine. They help in finding new links for search engine and indexing them in a database of search engine. When one submits a new website or link in a webmaster, it is kept waiting in a queue until those robot visits the web page and verifies its content.

SEO spam also is known as spamdexing which refers to an attempt to manipulate search indexes so that they will include content that it would not have included otherwise. According to Duyne (2002), it involves some methodology such as repetition of unrelated phrases, link building, and manipulation of the relevant reliance in a manner that is consistent with the purpose of the system of indexing.

Compared to other sources it is cost-effective because creating an account and also signing up is free for almost all the platforms of social networking. Apart from it is also easy to engage with clients because is two-way communication. Another reason is there is increased traffic. Also, on the social platform, there is enhanced SEO ranking because it speaks to brand validity consistency and integrity

By switching from to manual bidding and lowering of cost per click since one doesn't have to monitor and make an adjustment.

By including one's brand name in the link it helps when sharing links online since many people use link shortening tool when they are posting on media platforms

Google ads editor is the best tool as it navigates to the most site and mostly used by big companies because in the desktop it is 5 times faster.

Twilio is a great option for call tracking and analytics. A good feature of it is that one can cheaply buy phone numbers and record phone calls to them.

Meta description. It helps search engines to determine the subject of the page web and also allows the client to understand if page match with their search.

References

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