

TE3980 Assignment 1
Project Specification & Plan

SEO: Search Engine Optimisation

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Project Specification

Introduction

Organic SEO is a concept, a strategy for getting your page ranked more highly on popular search engines. Over the course of this project, I intend to gain an understanding of the current techniques and practices. I will also be looking into the differences between success, i.e. ranking 1st on Google, and progress, improving rankings based on meaningful criteria.

Aims

My aims throughout the project will be:

1. To consider the usefulness and ethicality of SEO techniques
2. To investigate how factors such as page speed, mobile usability, content, linguistics, social media and paid advertising affect search results.
3. To investigate how technologies such as AMP¹ (Accelerated Mobile Pages) and Mobile-First frameworks affect search results.

Outcomes

My objectives for end of the project are to:

1. Be able to define a toolkit of current SEO techniques and good practices.
2. Be able to understand and analyse analytics data.
3. Be able to effectively discuss the difference between SEO 'success' and 'progress'.
4. Be able to identify the goal of an SEO campaign and provide constructive recommendations.

Initial Research

I have already investigated the following:

1. The desktop search engine market share²
2. Google's Search Engine Optimisation Starter Guide³

¹ Introducing the Accelerated Mobile Pages Project, for a faster, open mobile web (2015) 7 October. Available at: <https://googleblog.blogspot.co.uk/2015/10/introducing-accelerated-mobile-pages.html> (Accessed: 16 October 2015).

² Search engine market share (2015) Available at: <https://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0> (Accessed: 15 October 2015).

³ Google Search Engine Optimization Starter Guide (2010) Available at: <http://static.googleusercontent.com/media/www.google.co.uk/en/uk/webmasters/docs/search-engine-optimization-starter-guide.pdf> (Accessed: 15 October 2015).

3. Worst Practices in Search Engine Optimization (MALAGA, 2008)⁴
4. Bing Webmaster Guidelines⁵
5. What's the Difference Between SEO and SEM?⁶

Proposed Design / Testing

I envisage two outcomes for the project:

Case Study → Strategy → Feedback

1. I develop a case study of current SEO technique and implement them into a strategy, I then seek feedback from an industry professional.

Case Study → Strategy → Put to the test

2. I develop a case study of current SEO technique and implement them into a strategy. I then take my strategy and apply it to a live, fully formed website with active users and evaluate the effects.

Sources of Information

I will be taking part in the BT3205 SEO module. I will also be conducting independent research, including talking to people in the industry.

Risk Assessment

Even though analytics services, such as Google Analytics “prohibits sending personally identifiable information”⁷, there can be cases where PII is accidentally collected⁸. Therefore, I could come into contact with PII at some point.

Working with external clients also provides a level of risk, this could also be another point of contact with PII.

⁴ MALAGA, R. A. (2008) 'Worst Practices in Search Engine Optimization', COMMUNICATIONS OF THE ACM, 51(12), pp. 147-150. Available at: http://perleybrook.umfk.maine.edu/slides/Fall_2011/ELC200/Seo%20Information/Worst%20practices.pdf (Accessed: 15 October 2015).

⁵ Webmaster Guidelines - Bing Webmaster Tools (no date) Available at: <http://www.bing.com/webmaster/help/webmaster-guidelines-30fba23a> (Accessed: 15 October 2015).

⁶ Klaassen, A. (2008) What's the Difference Between SEO and SEM?. Available at: <http://adage.com/article/digital/difference-seo-sem/125716/> (Accessed: 15 October 2015).

⁷ Analytics Help (no date) Available at: <https://support.google.com/analytics/answer/2795983?hl=en> (Accessed: 16 October 2015).

⁸ Davila, J. (2013) Why You Could Lose ALL Your Google Analytics Data. Available at: <https://www.clickinsight.ca/about/blog/infringing-google-analytics-pii-terms-service-find-out> (Accessed: 16 October 2015).

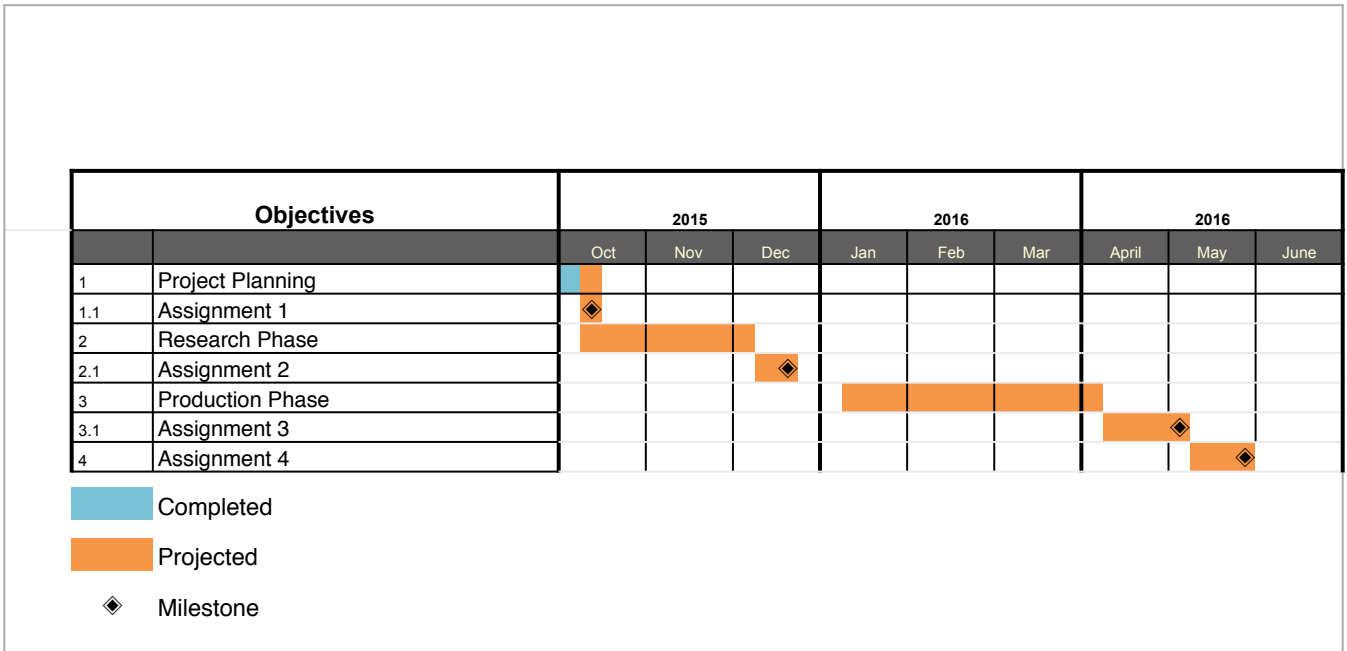
Time could be a risk to the project. I have a finite time for this project, however, SEO can take a long time⁹.

Key skills

I will develop my critical analysis skills as well as improving my technical knowledge.

⁹ Auman, C. (2009) 10 Reasons why SEO takes time and an ongoing investment - Sanctuary Marketing Group. Available at: <http://www.sanctuarymg.com/10-reasons-why-seo-takes-time-and-an-ongoing-investment/> (Accessed: 16 October 2015).

Project Plan



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9. Webmaster Guidelines - Bing Webmaster Tools (no date) Available at: <http://www.bing.com/webmaster/help/webmaster-guidelines-30fba23a> (Accessed: 15 October 2015).