TE3980 Assignment 2
Progress Report

SEO: Search Engine Optimisation

Luke Nelson

Supervised by Mark Porter

School of Film, Media & Performance

Contents

Project Progress

Introduction

This report evaluates my progress so far and outlines my planned steps to completing the project. I will revisit my outcomes and revise my gantt chart based on new information and a wiser perspective.

Pace

I am slightly behind target in the project so far. There are some past tasks which are still incomplete, as outlined in my gantt chart. However, there are some future tasks which I have already done some work towards.

Revisit & Revise

Project Management

The first thing I revisited after was my project management strategy. At a supervision meeting, Mark suggested a new method to me. This new method involved keeping a log of all the hours I devoted to my project in a calendar. I would then use that to keep track of how many hours I was spending, or not spending, on the project. I could also use the calendar to block out time in advance. I will also continue to have regular supervision meetings to keep on track.

I will also be using Github to store and back up my case study. This will allow me to harness the power of version control and will also provide a revision log at the end of the project; another way to keep track of how much time I am spending on the project.

Gantt Chart & plan

The next thing to revisit was my gantt chart an project plan. I will outline the updates to my plan in a section below. My previous chart was made in spreadsheet software meaning I had to update it manually. Mark suggested moving to project management software. I have started using Microsoft Project 2013 which produces a Gantt chart for me based on the data input into a table. I have been using the lynda.com series Microsoft® Project 2013 Essential Training[1] to learn how to use the software.

---

[1] Biafore, B. (2013) Microsoft project 2013 essential tutorials. Available at: http://www.lynda.com/Office-tutorials/Microsoftr-Project-2013-Essential-Training/115433-2.html (Accessed: 21 December 2015).

Mark also suggested that I set some additional milestones rather than just the assignments. I therefore decided to set a couple of my objectives as milestones. These are outlined in a section below.

Outcomes

Below is an extract from Assignment1.

> 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.

So far, I have researched SEO and am becoming more familiar with SEO language. This is helping me towards #1. I will be able to measure this outcome and #4. However, #2 and #3 will be harder to measure. When defining my parameters, I will state how I can measure If I am successful in these objectives.

Making Friends

I have begun conversations with David Ingram, Managing Director of BRING DIGITAL who have built the new kingschurchlife.com website. I am hoping to ask him to assist me with my FYP case study. I am hoping to be able to do some research into the SEO tactics he is currently using on the website. It would also be good to suggest some of my own and watch the progress.

Alternate Approaches

My final report will contain a case study. An alternate approach is to write a results based report. However, as I will discuss in my case study, it is difficult to define 'success' in an SEO campaign, therefore a report would not be appropriate. A case study is the better method as it guarantees an output as I can explain the nature of SEO whereas a report is based on results that might not happen.

The search engines I decide to study will also influence the project's output as different search engines use different algorithms. This will be discussed further in my case study when I define my parameters (step 2).

Updated Project Plan

Now that I am further along in my project and understand the sections of my case study, I am able to split my project up into more specific parts. Below, I will explain each part.

Process

1. Research case study
   - First, I will research how to properly conduct a case study. I will learn how to select information to include and how to put it all together.
2. Determine Case Study Parameters (Which search engines etc.)
   - As there are many different search engines, many different tactics and technologies, I will first decide what I will be measuring in my case study. I will also determine how long to measure the website's rank for as it may take some time to change.
3. Find a website with traffic
   - To test out my knowledge and understanding of SEO research.
4. Contact the owner for permission
   - I will need permission from the website's owner, this may take some time to negotiate.
5. Determine initial rank
   - Once I have negotiated with a website owner, I will measure the website asked on the parameters I set in step 2.
6. Research & Suggest changes
   - Once I have determined the website's initial rank, I will research the website's SEO shortcomings, research appropriate SEO tactics to employ and suggest them to the owner. This will include creating a User Needs Analysis (UNA) of the website's target user base.
7. Agree changes & implement
   - It may take some time to negotiate and agree on the changes and then get them implemented.
8. Determine new rank
   - I will determine the website's new rank over time. The time will be determined in step 2.
9. Produce case study
   - I will then write a case study detailing my process and findings.

Milestones

I have put down the Assignment hand-ins as milestones, I have also added two additional middle milestones. I have used objective 1 as my first additional milestone, this is because to be able to achieve step 6, 'research and suggest changes', I need to first have an understanding of current good practice SEO techniques. I have used objective 4 as my second additional milestone, this is because to be able to achieve step 7, 'Agree and implement changes', I need to understand the aims and intent of the website's campaign to be able to suggest practical solutions.

Gantt Chart
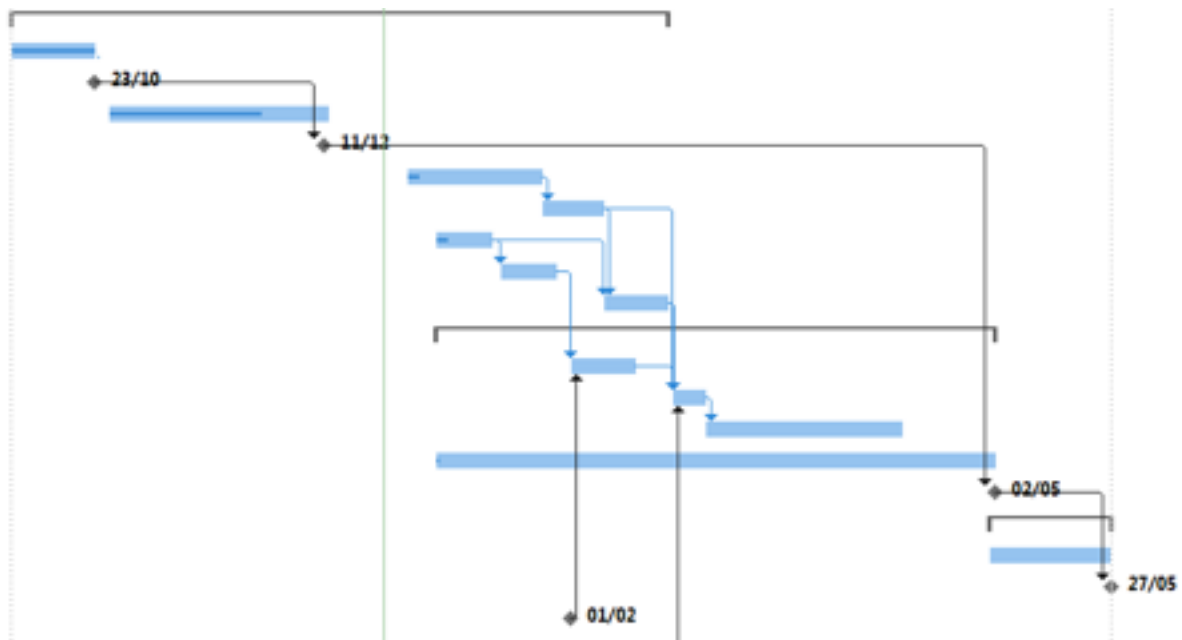
You can download the Microsoft Project file for this Gantt Chart including all of the dates and notes at the following link: www.lukenelson.uk/TE3980/FinalYearProject.mpp

Research

The two main topics I need to research for this project are case studies and SEO. I have created a list of everything I need to research and marked whether I am confirming existing knowledge, filling in the gaps or learning something new. I will also discuss how I intend to research the topic and my sources of information.

Topic	Knowledge Type	How?
Microsoft Project 2013	New	• Lynda Tutorials
Case study	New	• How to do your case study - Gary Thomas • Find other examples of case studies
Search Engine Market Share	Confirming	• Web research
SEO practices	New/Confirming	• Search Engine's literature • Older SEO books/pdf's
Search Engine Algorithms	New	• Search Engine documentation • Testing
SERP Rank	New	• Online Resources
Analytics	Filling in gaps	• Online documentation & resources • Lynda Tutorials

Sources of Information

As mentioned above, my main source of information for researching case studies will be the book How to do your case study (Thomas, 2015)[2]. I will also be looking at other examples of case studies in similar areas for reference.

I will mostly be using recent sources of information, such as peer reviewed journals, however I will also be taking a look at some older examples. This will allow me to compare and contrast older practices to modern practices and perhaps understand more about how they came about rather than how to use them.

I will also be speaking to industry professionals about their practices and experience. I will also be doing some testing of my own, testing keywords and viewing results. Local conferences and events would also be a good source of information, I will be looking out for any during the course of my project.

---

[2] Thomas, G. (2015) How to do your case study. 2nd edn. United Kingdom: SAGE Publications.

Bibliography

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

• 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).

• Biafore, B. (2013) Microsoft project 2013 essential tutorials. Available at: http://www.lynda.com/Office-tutorials/Microsoftr-Project-2013-Essential-Training/115433-2.html (Accessed: 21 December 2015).

• 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).

• 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).

• 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).

• 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).

• MALAGA, R. A. (2008) 'Worst Practices in Search Engine Optimization', COMMUNICATIONS OF THE ACM, 51(12), pp. 147–150.

• Search engine market share (no date) Available at: https://www.netmarketshare.com/search-engine-market-share.aspx?qprid=4&qpcustomd=0 (Accessed: 15 October 2015).

• Shaw, M. (2000) Technical Report Writing - A Guide For Students. Available at: https://portal.uclan.ac.uk/bbcswebdav/pid-1618181-dt-content-rid-2517268_1/courses/TE3980_201516_1_9/report_writing_guide%281%29.pdf (Accessed: 21 November 2015).

• Thomas, G. (2015) How to do your case study. 2nd edn. United Kingdom: SAGE Publications.

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