

Student Name: Jacob Hakala

Seeking SEO

Use the three websites you chose for the **Taking a Closer Look** worksheet, or choose three new websites you visit frequently. For each website, list the things they have included that are likely to improve their search engine result standings. Then, list SEO techniques they didn't use but could have to improve their rankings without resorting to Black Hat techniques.

Website 1

1. What is the website address (URL)?

wikipedia.org

2. In what ways has this website effectively used SEO techniques?

Wikipedia has a page title and page description in the metadata.

3. What other SEO techniques could be implemented on this website to possibly improve its search engine rankings?

Wikipedia does not have any keywords in the metadata.

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Website 2

1. What is the website address (URL)?

espn.com

2. In what ways has this website effectively used SEO techniques?

ESPN has keywords, a title, and a page description in the metadata.

3. What other SEO techniques could be implemented on this website to possibly improve its search engine rankings?

More design elements could have been used, such as headers.

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Website 3

1. What is the website address (URL)?

`cars.com`

2. In what ways has this website effectively used SEO techniques?

Cars.com has a page title and a page description in the metadata, and it uses good design elements like headers.

3. What other SEO techniques could be implemented on this website to possibly improve its search engine rankings?

Cars.com could add keywords to the metadata.
