

# Class 1: SEO, SEM and Site Promotion

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## Content

How search works

What is SEO? (On-page SEO and off-page SEO)

Traffic sources

Keywords

Trends

Adding keywords to your site

Monitoring keywords

Search Results

PageRank

Inbound links

Link spam

Directories and social media

AdWords

## References

Building Findable Websites by Aarron Walter

The Art of SEO (2<sup>nd</sup> Ed.) by Eric Enge et al.

Above the Fold by Brian Miller

## Class 1 Homework

Watch: [How Google Search Works \(in 5 minutes\)](#) – Google

[How Google search works](#) – Matt Cutts

[SEO for startups in under 10 minutes](#) – Maile Ohye

[Using Search Queries to improve your site](#) – Maile Ohye

Read: [Google SEO Starter Guide](#)

[Search Engine Land's Guide To SEO](#)

Chapter 1, 2 and 4 of Building Findable Websites

Chapter 1-5 of The Art of SEO

Chapter 8 of Above the Fold

## Important tools

[Google Search Console](#)

[Google Keyword Planner](#)

[Google Trends](#)

[Nibbler](#)

[Site Analyzer](#)

The “takeaway” from this week’s session is that you should implement basic SEO features for every page you create, using the page title, the description meta tag, headings, and link text. You should also consider the form of content and develop an actionable keyword/keyphrase strategy.

## Your task

Continue developing your Small Business Website (Revisited), consider how you could add SEO features to your code/content and make an SEO plan for your site. You could begin by analysing the current version of your site with Nibbler to provide insight into what improvements are required.

## Unique content with PHP server side includes

In this session we discussed the importance of ensuring each page of your site has a unique title and a unique meta description because both are displayed on the search engine results page.

The question then arises, "how is it possible to have a unique title and meta description on each page if we want to build a modular site with PHP server side includes?" In such a scenario, you may want an include file for the head section of all documents on your site ([head.inc.php](#)).

Fortunately, we can rely upon the fact that variables assigned in the parent PHP file are available to scripts in include files, so you could do something like this:

```
<!DOCTYPE html>
<html lang="en">
<?php
$title = "Cakes and Treats";
$descr = "Richardson's Bakery produce a wide range of delicious cakes and tasty treats";
include $_SERVER['DOCUMENT_ROOT'] . '/includes/head.inc.php';
?>
<body>
    <!-- all the other stuff in body -->
```

Above is the start of the parent file (e.g. [products.php](#)). In this file, before the include statement for [head.inc.php](#), we assign two variables, `$title` to contain the unique part of the title text, and `$descr` to contain the description text. Once we have done this, the include file can look like this:

```
<head>
    <title><? echo $title ?> | Richardson's Bakery</title>
    <meta name="description" content="<? echo $descr ?>">
    <!-- all the other stuff in head -->
</head>
```

The values saved in the two variables are available to scripts in [head.inc.php](#) so we can just evaluate those variables where we need them, using a simple echo statement.