Promoting a website

Activity Overview

Although most web designers would not be responsible for marketing a site, this process is important to understand. Use this activity to introduce Search Engine Optimization (SEO) and describe the primary components of a website that search engines crawl to find relevant search results. Students will learn why adding head content to a web page can help promote and website and why   investigating how to use web search engines is important when promoting a web site.

Note: Portions of this activity align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: [1.1]

Activity Objectives

Project management skills

• Plan to use web search engines to promote a website.

Research and communication skills

• Investigate Search Engine Optimization (SEO)
• Research how to promote and market a web project
• Understand meta tags

Technical skills

Dreamweaver

• Insert header content

Project Assets

• *Worksheet:* How to promote a website

Background preparation resources

Technical and content information

ISTE NETS*S Standards for Students

Adobe Certified Associate objectives

Activity Steps

1   Explain that when a client is working with a large web development firm, the client may expect that different teams within the firm will execute various aspects of the web production process. Although most web designers would not be responsible for launching and marketing a site, this process is important to understand.

2. Introduce Search Engine Optimization (SEO) and describe the primary components of a website that search engines crawl to find relevant search results. Encourage each team to identify the key terms that might be useful to include in the meta tags of their sites to make their pages easier for search engines to find.

3. Using the "I do, we do, you do" method, demonstrate how to add head content to a web page and have students insert head content on their web pages to optimize discovery by search engines. [5.7]

4. Using the *How to promote a website* worksheet, ask students to investigate how to use web search engines to promote or market a website. They can find information on search engines on the Submission Tips page at http://searchenginewatch.com/webmasters/. Students should explore and contrast the following options:

    • Find a search engine that offers free submission of websites. Make a list of their submission procedures.

    • Find a search engine or promotion site for which you pay to submit your site. State the cost and discuss whether the benefits of the service are worth the cost.

5. After they have completed their research have students present which option they would choose if they were promoting their own website and why.

Background preparation resources:

• To view video tutorials aligned with the skills required to complete this project, visit Adobe TV: http://tv.adobe.com

• For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: http://edex.adobe.com/

• For an overview of the interface and for more information on the technical aspects of *Adobe Dreamweaver*, see *Dreamweaver* Help.

Launching a website:

• Adobe's Website Production Management Techniques – Launch checklist: www.adobe.com/resources/techniques/launch/

• Google Search Engine Optimization (SEO) Starter Guide: https://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf

ISTE NETS*S Standards for Students

This project is aligned to the ISTE NETS*S Technology Standards. Depending on the subject and content area the student selects you may research your own state content standards to see how this project aligns to your state requirements.

ISTE NETS*S: Curriculum and Content Area Standards – NETS for Students

1. Creativity and Innovation

    Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology. Students:

    d. identify trends and forecast possibilities.

3. Research and Information Fluency

    Students apply digital tools to gather, evaluate, and use information. Students:

    a. plan strategies to guide inquiry.

    b. locate, organize, analyze, evaluate, synthesize, and ethically use information from a variety of sources and media.

    c. evaluate and select information sources and digital tools based on the appropriateness to specific tasks.

6. Technology Operations and Concepts

    Students demonstrate a sound understanding of technology concepts, systems and operations. Students:

    a. understand and use technology systems.

    b. select and use applications effectively and productively.

    d. transfer current knowledge to learning of new technologies.

Adobe Certified Associate Exam Objectives

Adobe Certified Associate, Web Authoring objectives
5.7 Add head content to make a web page visible to search engines.

For more information
Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: http://edex.adobe.com/.

Adobe