# SEO Homepage Assignment Notes and Additions

## Important Points

Do not zip your homework files

It is due on Halloween

## Perspective

The purpose of this homework is for you to review what is in the SEO handout and apply it. The application will be the home page for the Sal’s shirt site. I want you to consciously reflect on what should be on the home page.

For example, if there is no content text on your home page, that isn’t very helpful to the search engines, is it? Also, be sure that the content includes the search terms but first must be an attractive introduction to the site in terms of being naturally and well written.

## Full Webpage

You will build a full webpage for the home page. Of course, its links to other pages will not work, but it should be a very good home page otherwise. Use divs, colors, Separate css file, etc.

## Deliverables

Pdf or screen shot of the home page rendered in a browser

Pdf or Word file giving the html code

Pdf or Word file giving the css file’s code

NEW:

A Word file listing your search terms and why you chose them. Minimum of two search terms

Then a prose description explaining about how you used your search terms for better SEO rankings

NEW:

Your home page header must include a picture of an aloha shirt.

It should be a roll-over image. The two images should be the same size and should be properly aligned horizontally and vertically.

NEW:

The home page should have a nice navigation bar at the top.

It should follow the format of Navigation Bar 2 on Page 261 in the book.

An e-mail message delivering the files

Again, do not zip the files