Student Name:

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)?

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

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

Student Name:

Website 2

1. What is the website address (URL)?

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

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

Student Name:

Website 3

1. What is the website address (URL)?

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

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