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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)?

**Youtube.com**

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

**Youtube.com has a page title, metebata, subtitles, hashtags, thumbnails, and headers.**

3. What other SEO techniques could be implemented on this website to possibly improve its search engine rankings? **Youtube should edit file names and add more transcription/caption options.**

## **Website 2**

1. What is the website address (URL)?

**amazon.com**

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

**Amazon.com has a website banner, images, keywords for search, and product listing titles.**

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

**Amazon can add descriptions of their products that tell a story.**

### **Website 3**

1. What is the website address (URL)?

**wikipedia.org**

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

**Wikipedia has a website banner, headers, links, and page descriptions.**

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

**Wikipedia can add keywords in the search engine.**