

# WEB ANALYTICS & USABILITY

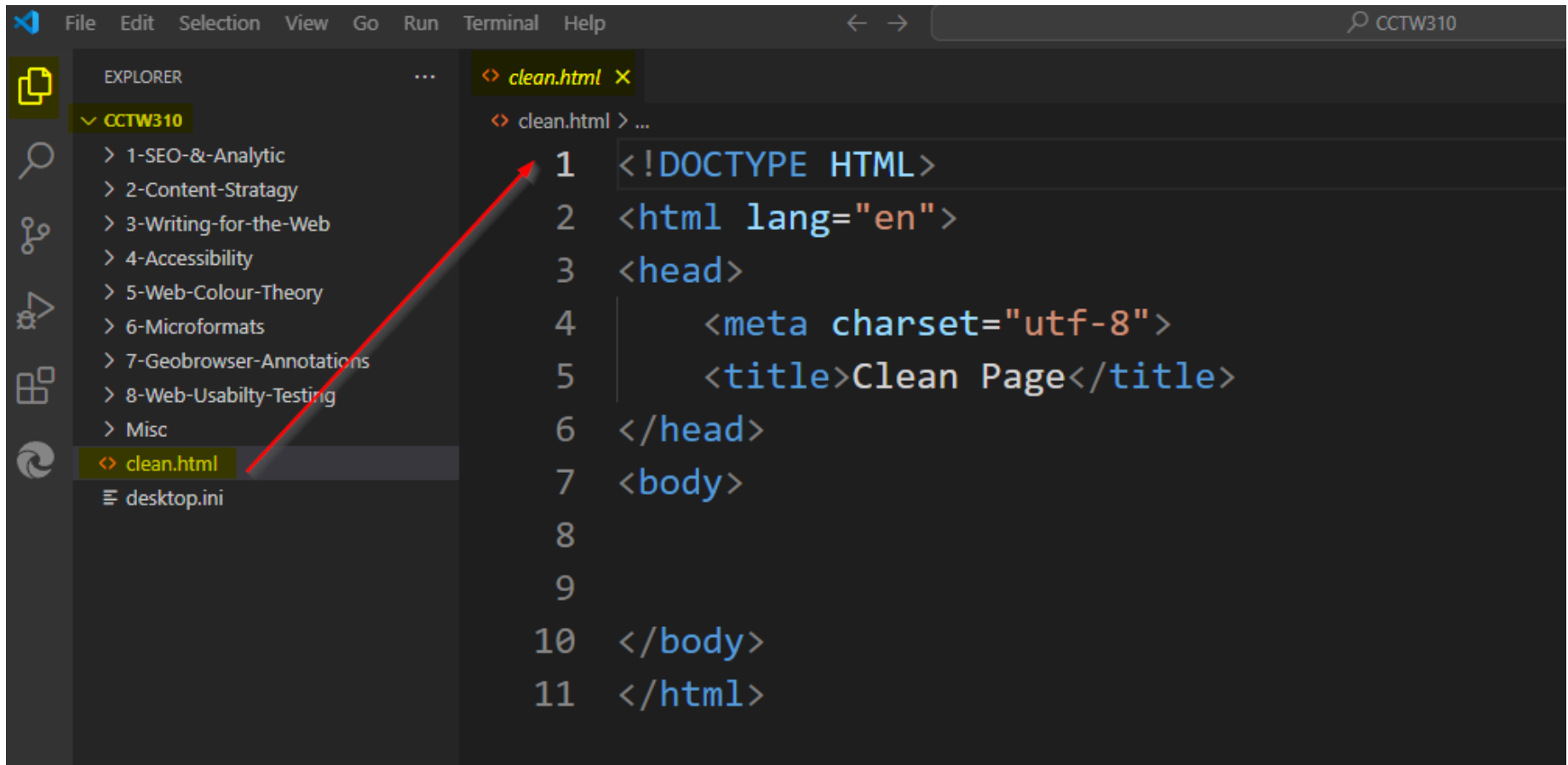
*Its Time to Understand  
How the Web Really Works!*

# Housekeeping

- Course Instructor: **Bruce Zawalsky**
- Prerequisites: **Web Design Level 3 (CCTW300)**
- Lunch & Breaks
- Course Timings
- **Online Course Etiquette:**
  1. During Exercises Ask Questions using the Chat Window
  2. At the end of the Exercise you can use Audio or Chat to Ask Questions
  3. Mute yourself when not Talking
  4. When you complete each exercise, please type DONE in the Chat Window
  5. **If you get behind, please say something right away, Do Not let the class go on**, as I cannot see your screens or if you are having difficulties the way I can in a classroom.

# We will use Visual Studio Code

1. Drop Downs come up by **Control + Space**
2. Default Browser come up by **Alt + B**
3. Use **File>Add Folder to Workspace** to get the site to appear



# Syllabus

- Download Files
- 1. Search, SEO & Analytics**
- 2. Content Strategy & Management**
- 3. Writing for the Web**
- 4. Accessibility**
- 5. Web Colour Theory**
- 6. Microformats**
- 7. Geobrowser Annotations**
- 8. Web Usability Testing**



# How Smart is Google!



Google Search

I'm Feeling Lucky

Google.ca offered in: [Français](#)

# Now Just Remember

“But the real future of the laptop computer will remain in the specialized niche markets. Because no matter how inexpensive the machines become, and no matter how sophisticated their software, I still can't imagine the average user taking one along when going fishing.”

## **THE EXECUTIVE COMPUTER**

**By Erik Sandberg-Diment**

Published: December 8, 1985

<http://www.nytimes.com/1985/12/08/business/the-executive-computer.html>



# **Douglas Adams' Rules that Describe our Reactions to Technologies**

- 1. Anything that is in the World when you're Born is Normal and Ordinary and is Just a Natural Part of the way the World Works.*
- 2. Anything that's Invented between when you're Fifteen and Thirty-five is New and Exciting and Revolutionary and you can probably get a Career in it.*
- 3. Anything Invented after you're Thirty-five is against the Natural Order of Things.*

The Salmon of Doubt, 2002

# Disclaimer

- Web is Viewed on a Vast Varied ever-Growing Number of Mobile, Tablet & Desktop Browsers
- It is seen in 100's of Languages & Viewing Variations
- We Cannot Adjust our Web Pages for Everyone
- We can make our Web Pages Usable and Viewable to a Sites **TA or Target Audience** 98% of the Time
- There are Best Practices for Web Writing & Accessibility
- **Don't Just Follow Along; Participate!**
- This is a Why Course, so ask **Questions?** but I will not have all the Answers

# SEARCH, SEO & ANALYTICS

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“Digging to Find Keywords to Attract your Target Audience?”

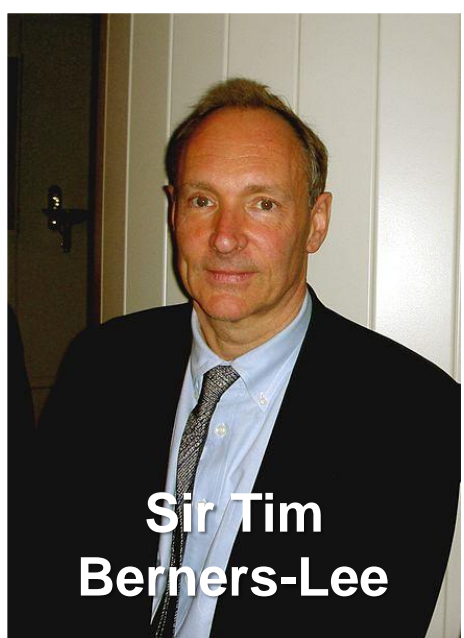


**"Web Users Ultimately want to get  
at Data Quickly & Easily"**

**"They don't care as much about  
Attractive Sites & Pretty Design"**

**Tim Berners-Lee**

**W3C Director and  
Inventor of the World Wide Web**



**Sir Tim  
Berners-Lee**



**Robert Cailliau  
First Web Surfer**

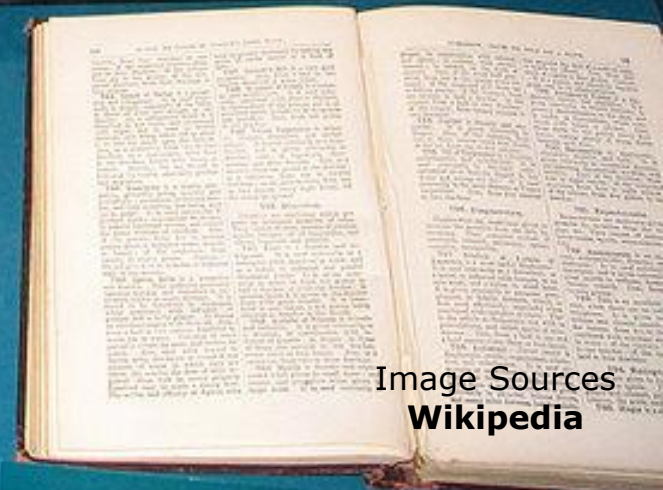


Image Sources  
**Wikipedia**

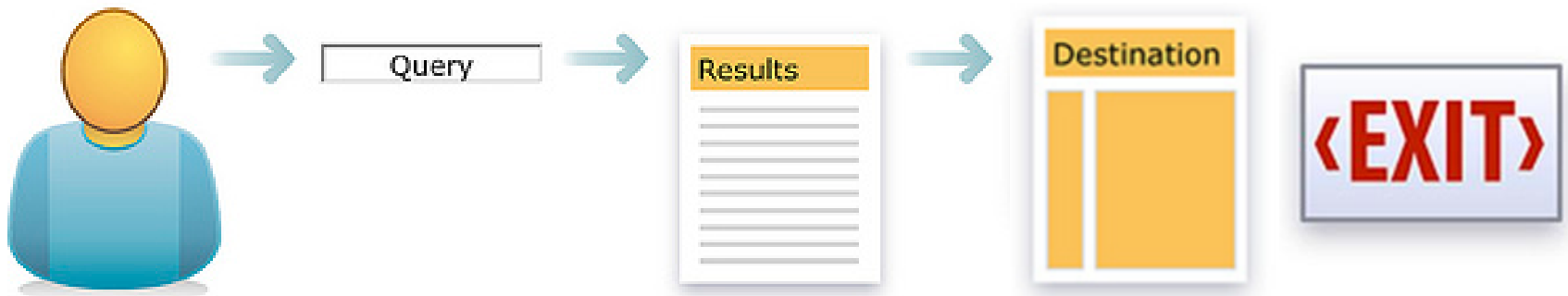
# Part #1: Search

## Why We Search?

- **People (Web Clients)** Search the Web for Varied Reasons
- Most Search/Surfing is to Gather Information or Product Purchase
- Often Random or Caused by Interaction from an Outside Source
- Web Clients often use Search to find a Well-Known Domain
- Most Web Clients are poorly skilled in **Search Techniques**
- **AI** (Artificial Intelligence) is changing how we search and what we click on

# Web Search

- **Web Search** is an Interaction between a **Web Client** and a **Search Engine**
- Search Engines allow a Web Client to **Search or Query** a search database for the **Results**
- If they like the Results, they **Click** on a **Destination Link** or they **Exit** the Search Engine by Closing It and/or Restarting the Search





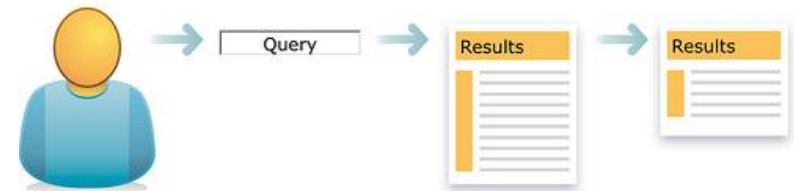
# How We Search?

- We can Search in a Number of Different Ways
- We **Quit** it is often because we do not Like or Understand our Initial Results
- To **Narrow** or **Expand** our searches we often require some Understanding of How Search Works
- Both these Strategies work well for Keyword Rich Websites
- Modern Search Engines use **Autocomplete** & **AI** to Help Users

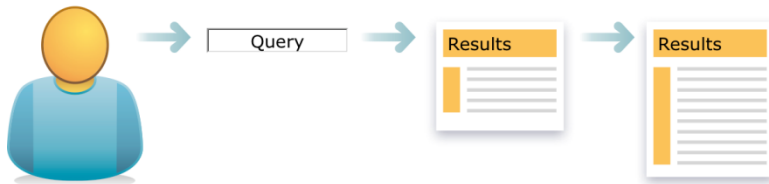
*Quit*



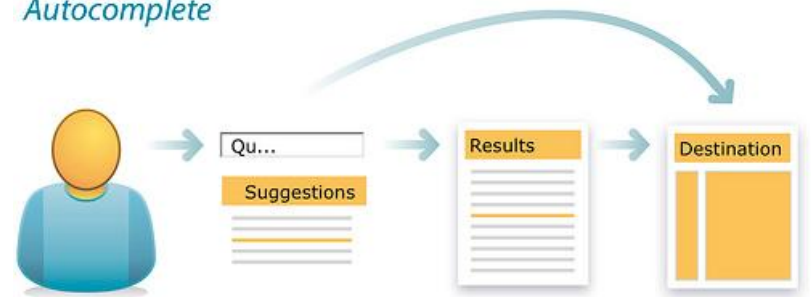
*Narrow*



*Expand*

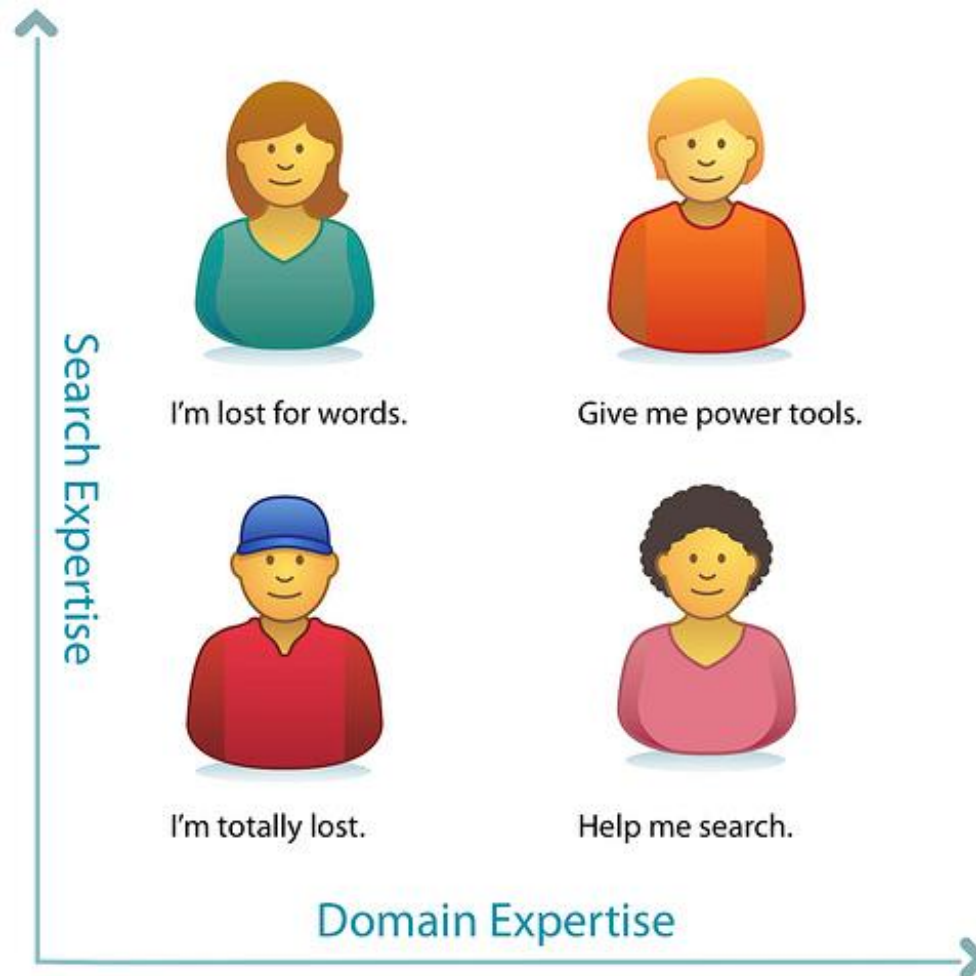


*Autocomplete*



# Who is Searching the Web?

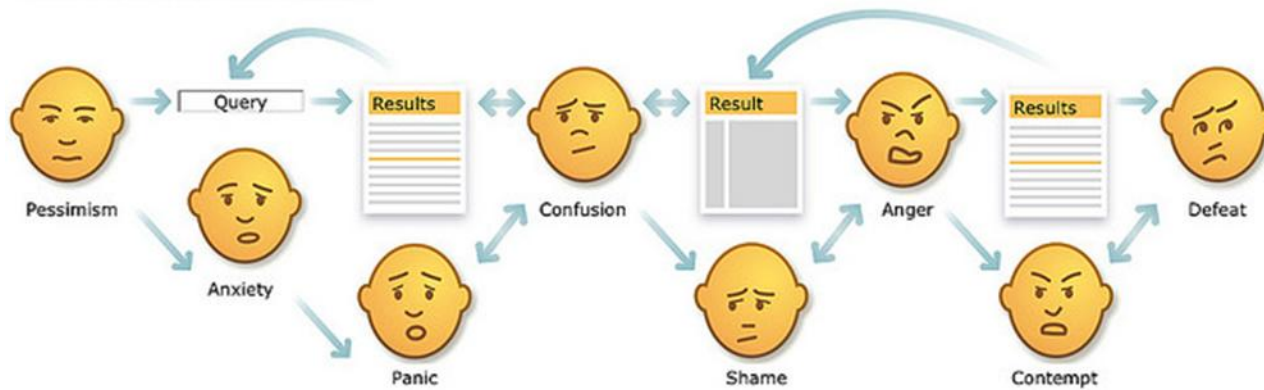
- Individuals Searching will have Varied Expertise in Searching and Knowledge of the Domain or Topic
- Some Users will require Different Keywords or Help Features to Succeed



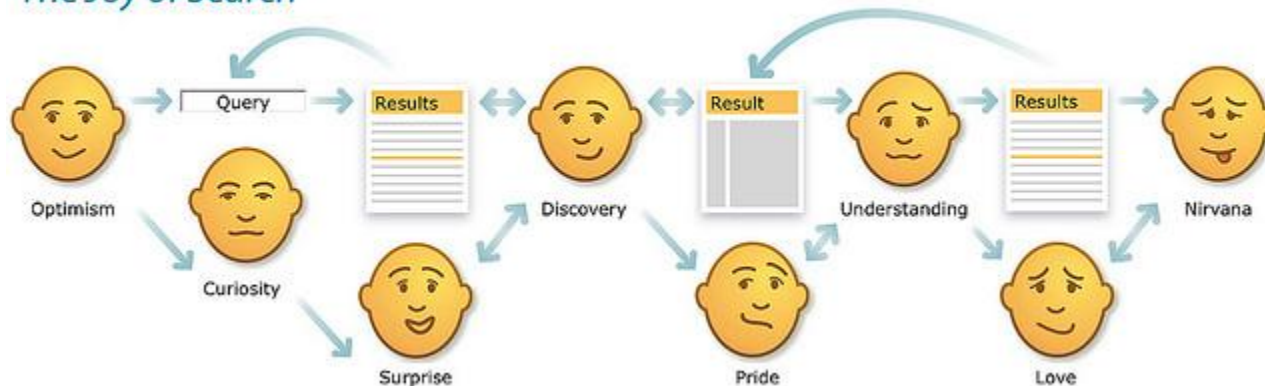
# Emotion of Search

- **Users are Very Emotional while Searching**
- Users get Anxious or Angry if they Do Not Get the Results Quickly

*The Sadness of Search*

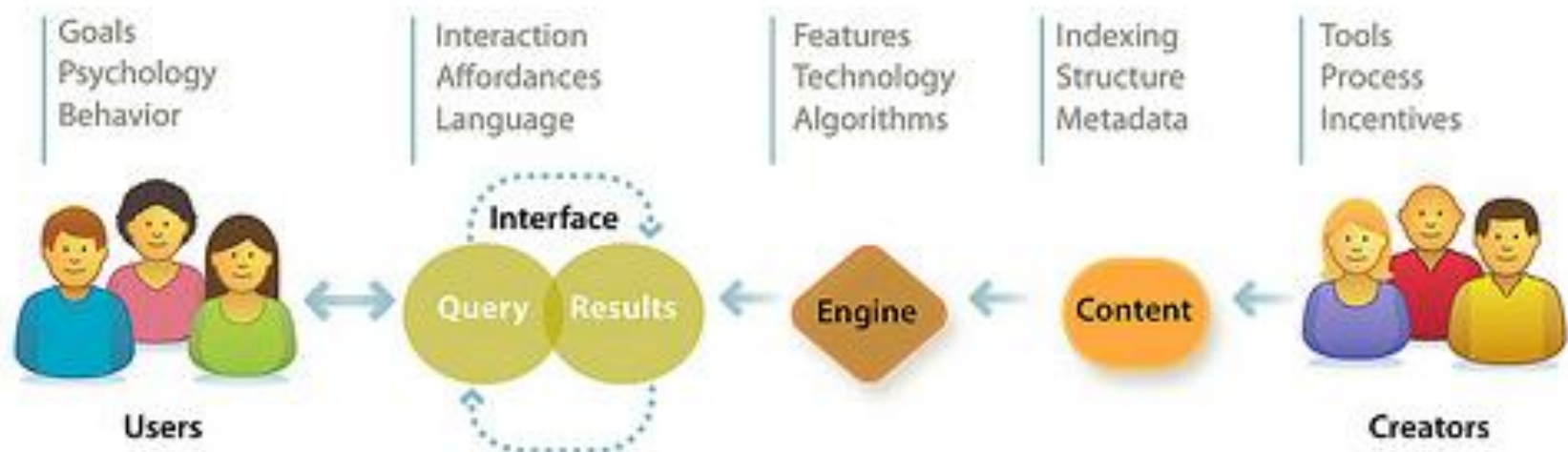


*The Joy of Search*



# How Does Search Work?

- **Web Search** is Quit Complex; it involves Users, Website Creators and their Content, individual Search Engines and the Interaction between these 4 Elements within the Search Engine Interface
- To Get Websites Indexed & Keep Results High Enough in the Search Engine to get Found we need to Understand what **Keywords** our **Target Audience** will use to Search for our **Website**



# Shrinking the Users Search Results

- Web Designers can Shrink the Search Results by providing Keyword Rich Content Pages Enriched with Relevant Metadata

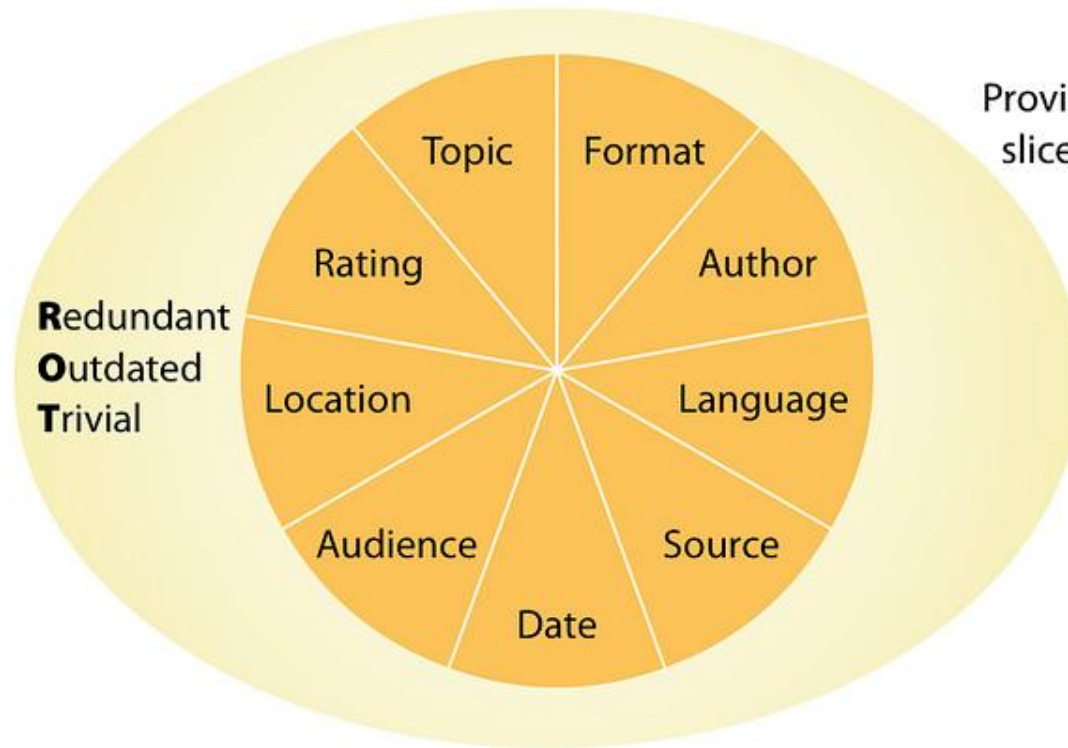
## Content

Shrink the search space by removing the ROT.



Designer      Creator

**R**edundant  
**O**utdated  
**T**rivial



## Metadata

Provide filters so users can slice up the search space.



User      Designer

# Best Results First!

- Users will see the results of their Search queries based on the Following Related Factors:
  - 1. Relevance to Search Terms**
  - 2. Popularity/Links**
  - 3. Format/Code/Site Speed**
  - 4. Personalization/Local Region**
  - 5. Diversity**
- **Searches will Therefore Change Depending on Region, Particular Words Used & Quality of the Sites**
- What a Web Client has Searched for in the past and their Location will become more important as Search Engines AI become More Intuitive



# Search Engine Results

- Users will Rarely Dig Deep into Search Results
- 4 out of 5 Users will **Scan the 1st Three Results Only** and then Click on 1 of these Result or try a Different Search Query

Top 3  
80%

Rest  
20%

  
Advanced search

About 2,190,000 results (0.12 seconds)

[Gettysburg Address - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Gettysburg\\_Address](http://en.wikipedia.org/wiki/Gettysburg_Address) [ +7 ]

The **Gettysburg Address** is a speech by U.S. President Abraham Lincoln and is one of the best-known speeches in United States history. It was delivered by ...

Background - Political significance - Program and Everett's ...

[The Gettysburg Address by Abraham Lincoln](#)

[showcase.netins.net/web/creative/lincoln/speeches/gettysburg.htm](http://showcase.netins.net/web/creative/lincoln/speeches/gettysburg.htm) [ +7 ]

The **Gettysburg Address**. Gettysburg, Pennsylvania November 19, 1863. On June 1, 1865, Senator Charles Sumner commented on what is now considered the ...

[Lincoln's Gettysburg Address - YouTube](#)



[www.youtube.com/watch?v=BvA0J\\_Z2pIQ](http://www.youtube.com/watch?v=BvA0J_Z2pIQ) [ +7 ]  
20 Mar 2008 - 3 min - Uploaded by cparsons2005

**Gettysburg Address** as recited by Jeff Daniels. ... As a Canadian, I believe President Lincoln's address at Gettysburg is one ...

More videos for **Gettysburg Address** »

[Avalon Project - Gettysburg Address](#)

[avalon.law.yale.edu/19th\\_century/gettyb.asp](http://avalon.law.yale.edu/19th_century/gettyb.asp) [ +7 ]

**Gettysburg Address**. "Fourscore and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the ...

[The Gettysburg Powerpoint Presentation](#)

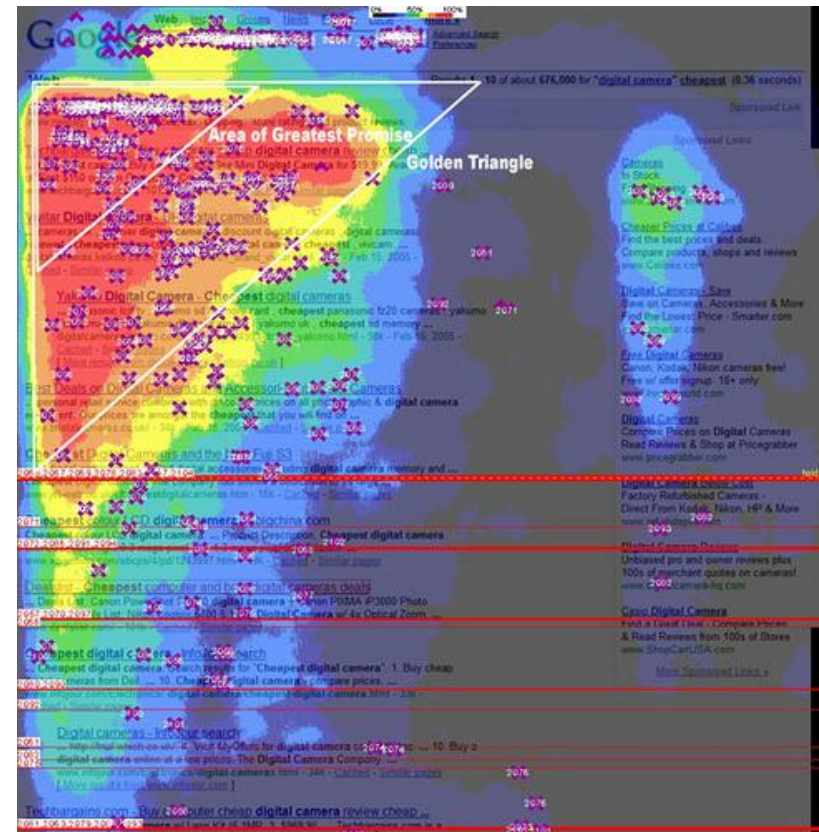
[norvig.com/Gettysburg/](http://norvig.com/Gettysburg/) [ +7 ]

The **Gettysburg** Powerpoint Presentation. 11/19/1863. And now please welcome President Abraham Lincoln. Good morning. Just a second while I get this ...

[Gettysburg Address - Wikisource](#)

[en.wikisource.org/wiki/Gettysburg\\_Address](http://en.wikisource.org/wiki/Gettysburg_Address) [ +7 ]

17 Jul 2011 - The **Gettysburg Address**, Abraham Lincoln's most famous speech and one of the most quoted political speeches in United States history, was ...



# Searching Out Keywords

- Keyword Terminology:
  - **Keyword** (1 Word)
  - **Keyphrase** (2-3 Words)
  - **Longtailed Keywords** (4-6 Words)
- Exact Matches are Always Better
- Search Results will Vary
- Find the **KEYWORDS** used most often by your **Target Audience**
- Search your Sites, Analytics Data, Competitors Sites and Relevant Social Media for these Keywords



# Single Keyword Search

Google


survival

Sign in

All Images Videos Shopping Short videos News Web More Tools

## Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)

 **sur·viv·al**  
/sərˈvɪv(ə)l/

noun

the state or fact of continuing to live or exist, typically in spite of an accident, ordeal, or difficult circumstances.  
"the animal's chances of survival were pretty low"


- an object or practice that has continued to exist from an earlier time.


plural noun: **survivals**  
"his shorts were a survival from his army days"


[See more](#) >


Feedback

## People also ask


What is the full meaning of survival? 

What is the 3-3-3 rule for survival? 

What are the 5 rules of survival? 

What is another word for survival? 


Feedback

 **Wikipedia**  
<https://en.wikipedia.org/wiki/Survival>

**Survival**


Survival or survivorship, the act of surviving, is the propensity of something to continue existing, particularly when this is done despite conditions that ...

[Survival skills](#) · [Survival analysis](#) · [Survival kit](#) · [Survival \(disambiguation\)](#)

 **Merriam-Webster**  
<https://www.merriam-webster.com/dictionary/survival>


**SURVIVAL Definition & Meaning**

7 days ago — 1. a : the act or fact of living or continuing longer than another person or thing b : the continuation of life or existence

 **Cambridge Dictionary**  
<https://dictionary.cambridge.org/dictionary/survival>

**SURVIVAL | English meaning - Cambridge Dictionary**

**See results about**

 **Survival**  
Survival or survivorship, the act of surviving, is the propensity ...

Word  
Definition

Additional  
Content

Additional  
Google  
Generated  
Content

Top 3  
80%

Rest  
20%



# Keyword Search Results Change

Google

survival



All

Images

Videos

News

Shopping

More

Settings

Tools

About 926,000,000 results (0.45 seconds)

Videos



20 Wilderness Survival

esl

eAesthetics

Tube - Jan 13, 2017



Primitive Technology  
with Survival Skills  
Catch giant Lobsters in  
...

Survival Skills Primitive

YouTube - Jan 5, 2019



Solo Survival: How to  
Survive Alone in the  
Wilderness for 1 week  
...

Tom McElroy-Wild Survival

YouTube - Jun 22, 2016

YouTube  
Videos

Survival International

<https://www.survivalinternational.org/>

What we do. We fight for tribal peoples' survival. We stop loggers, miners, and oil companies from destroying tribal lands, lives and livelihoods across the globe.

Wilderness Survival Skills | Backcountry Survival Tips - Backpacker

<https://www.backpacker.com/survival>

Master essential wilderness survival skills with tips and advice from the experts at Backpacker Magazine. Our experts teach you how to build fires, forage for food ...

People also ask

What are the five basic survival skills?

What are the six basic survival skills?

Why are survival skills needed?

Extra  
Content

Survival skills



Survival skills are techniques that a person may use in order to sustain life in any type of natural environment or built environment. These techniques are meant to provide basic necessities for human life which include water, food, and shelter. Wikipedia

Survival Books

View 40+ more



The SAS  
Survival  
Handbook



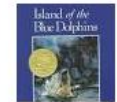
Hatchet



Bushcraft  
101: A Field  
Gui...



The Road



Island of the  
Blue  
Dolphins

Survival shows

View 45+ more



Survival



Survivor



The Walking  
Dead



Naked and  
Afraid



Alone

Survival Book  
Reviews

Feedback

Rest  
20%

Top 3  
80%

Additional  
Google  
Generated  
Content

# Search Results Vary



## Search String

survival kit in a water bottle



All

Images

Shopping

Videos

News

More

Settings

Tools

About 34,100,000 results (0.28 seconds)

<title>



Survival Kit in a Water Bottle by Bruce Zawalsky

<https://boreal.net/articles/survival-kits/water-bottle-survival-kit.php>

<meta



description="">

Aug 25, 2013 - Build a Lightweight Survival Kit Built around a Stainless Water Bottle & MoraKniv.

All

Images

Shopping

Videos

News

More

Settings

Tools

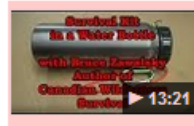
About 243,000 results (0.50 seconds)

Google  
Video  
Search



Survival Kit in a Water Bottle by Bruce Zawalsky

<https://boreal.net/articles/survival-kits/water-bottle-survival-kit.php>



Aug 25, 2013 - Uploaded by Bruce Zawalsky

Build a Lightweight Survival Kit Built around a Stainless Water Bottle & MoraKniv.

Bing  
Search




Survival Kit in a Water Bottle by Bruce Zawalsky - boreal.net

<https://boreal.net/articles/survival-kits/water-bottle-survival...>

Picture Yourself Alone in a Forest, Stranded, Cold. It just Snowed, and you are Watching the Sun Going Down. This small Survival Kit is based around a likely Spring or Fall Scenario; you go out Hiking, Hunting or taking Photos and it Snows causing you to get Stranded.

These are  
the Result  
of Metadata  
& Rich Data

# Key Phrase Search

Google   

All Flights Images Videos News More ▾ Search tools

About 4,020,000 results (0.49 seconds)

Ad

Basic Wilderness Survival - lrm.ca

 [www.lrm.ca/](http://www.lrm.ca/) ▾ (250) 782-1198

Get The Skill You Need To Reduce The Chance Of Injury Or Death.

Top 3  
80%

Wilderness Survival: Free info covering all aspects of survival.

[www.wilderness-survival.net/](http://www.wilderness-survival.net/) ▾

A handbook for Wilderness Survival. Diagrams, Pictures, Tips, Tricks, Explanations, and Information.

[Wilderness Survival Quiz](#) · [Introduction](#) · [3. Survival Kits and Planning](#) · [Shelters](#)

Wilderness Survival Guide: Basic Wilderness Survival Skills

[www.bcadventure.com/adventure/wilderness/survival/basic.htm](http://www.bcadventure.com/adventure/wilderness/survival/basic.htm) ▾

Basic wilderness survival skills. Wilderness shelters, campfires, survival kits, bushcraft.

12 Outdoor Survival Skills Every Guy Should Master | Men's Fitness

[www.mensfitness.com/training/.../12-outdoor-survival-skills-every-guy-should-master](http://www.mensfitness.com/training/.../12-outdoor-survival-skills-every-guy-should-master) ▾

12 Outdoor Survival Skills Every Guy Should Master. Think fast: You're stranded in the woods with darkness falling and no help in sight. Can you to get safety ...

People also ask

What do you mean by survival skills?

Rest  
20%

50+ Wilderness Survival Tips! - YouTube



<https://www.youtube.com/watch?v=PVoQN5RS21g> ▾

Dec 23, 2013 - Uploaded by AlfieAesthetics

... a few handy tips and tricks that may just come in useful one day. -----

----- Outdoor skills ...

How to survive in the wilderness

[www.wilderness-survival-skills.com/how-to-survive-in-the-wilderness.html](http://www.wilderness-survival-skills.com/how-to-survive-in-the-wilderness.html) ▾

An understanding of the basic concepts of how to survive in the wilderness is important if you ever find yourself in an emergency situation in the wilderness.

Additional  
Google  
Generated  
Content



# Key Phrase Search



wilderness survival



Sign in

All Images Videos News Short videos Forums Shopping More

Tools

1st  
Result



Additional Google  
Generated Content

2nd & 3rd  
Result



Rest



Videos



Twin Eagles Wilderness School  
<https://www.twineagles.org/wilderness-survival-guide>

## Wilderness Survival Guide - modern and primitive skills

This page is both a general overview of survival in the wilderness, as well as a gateway to a wide variety of wilderness survival skills.

### People also ask

What is the 3-3-3 rule for survival?



What are the 5 most important survival skills?



What is the rule of 5 survival?



What is the best wilderness survival show?



Feedback



Nature Mentoring  
<https://nature-mentor.com/how-to-survive-in-the-wild>

## How To Survive In The Wild With Nothing

The most likely cause of death in wilderness survival isn't starvation or even dehydration. It's hypothermia. This could be a very acute danger if you're wet.



Yost Survival Skills  
<https://yostsurvivalskills.com/wilderness-survival-skills>

## Wilderness Survival Skills

You have all my articles on primitive survival skills. Everything from wilderness survival shelters to hunting and trapping to making baskets and containers.



Amazon.ca  
<https://www.amazon.ca/Thrive-Long-Term-Wildernes>

## Thrive: Long-Term Wilderness Survival Guide; Skills, Tips ...

Combining proven, no-nonsense modern survival skills with bushcraft techniques, step-by-step instructions, and over 400 illustrations, THRIVE shows you how to ...

\$33.99 · In stock · 4.7 ★★★★★ (221)



Wilderness Survival.net  
<https://www.wilderness-survival.net>

## Wilderness Survival: Free info covering all aspects of survival.

A handbook for Wilderness Survival. Diagrams, Pictures, Tips, Tricks, Explanations, and Information.

### Videos

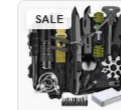


100+ Wilderness Survival Tips: THE MOVIE

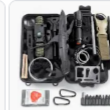
YouTube · TA Outdoors

## Graphic Ads

Sponsored



13-in-1  
Survival Kit...  
**\$39.99** \$43  
Amazon CA  
Free shipping



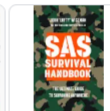
Quhaha 14-  
in-1 Multi-...  
**\$33.99**  
Amazon CA



The Bushcraft  
Boxed Set...  
**\$85.39** \$92  
Amazon CA  
Free shipping



Skywod, Surviv  
Gear...  
**\$223.50**  
Amazon CA  
Free shipping



SAS Survival  
Handbook...  
**\$29.99**  
Amazon CA



Bushcraft  
Illustrated: ...  
**\$36.99**  
Amazon CA  
Free shipping



The Ultimate  
Survival...  
**\$29.99**  
Amazon CA



Prepper's  
Long-Term...  
**\$21.68**  
Amazon CA



The Prepper's  
Survival Bib...  
**\$42.18**  
Amazon CA  
Free shipping

More on Google →

# Changed Key Phrase Search

The image shows a Google search interface for the query "survival training". The search bar is at the top, and below it are tabs for "All", "Images", "Short videos", "Videos", "Shopping", "Forums", "News", and "More". Below the tabs are filters: "Near me", "Within 32.2 km", "Beginner", "Open now", "Alberta", "Jungle", "Ontario", "Top rated", and "Military". The search results are for "Edmonton, AB". The first result is "Modern Wilderness Survival Courses & Training" from Boreal Wilderness Institute. Below this is a "People also ask" section with four questions. A red bracket on the left groups the first three questions under "Top 3 80%". A red arrow points from the text "Additional Google Generated Content" to the "People also ask" section. A red arrow points down from the "Rest 20%" text to the bottom result, "International Canadian School of Survival".

Google

survival training

All Images Short videos Videos Shopping Forums News More Tools

Near me Within 32.2 km Beginner Open now Alberta Jungle Ontario Top rated Military

**Geolocation**

Results for Edmonton, AB Choose area

**Modern Wilderness Survival Courses & Training**

Boreal Wilderness Institute  
https://boreal.net › survival › modern-wilderness-surviva...  
Canada's Best Modern Wilderness Survival Courses & Training. Online Survival Core Seminar, Equipment Display for the Wilderness Survival Core Seminar.

**People also ask**

What are the 5 most important survival skills?

How do I start survival training?

What is basic survival training?

What are the 7 priorities for survival?

Feedback

**Additional Google Generated Content**

**Top 3 80%**

**Rest 20%**

**Boreal Wilderness Institute: Survival, Nav & Wildlife Courses**

Boreal Wilderness Institute  
https://boreal.net  
Professionally Taught Wilderness Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada.

**Canadian Survival Schools**

canadiansurvival.info  
https://www.canadiansurvival.info › survival-resources  
These instructors and survival schools have helped bring Wilderness Survival Instruction out of the "Wilderness" and into the mainstream of Outdoor Education.

**International Canadian School of Survival – Wilderness ...**

International Canadian School of Survival  
https://survivalbytraining.com



# Generative AI Summaries

The screenshot shows a Google search for "survival training". The search bar is at the top with the text "survival training". Below the search bar, there are tabs for "All", "Images", "Short videos", "Videos", "Shopping", "Forums", "News", and "More". A yellow bar contains filters: "Near me", "Beginner", "Open now", "Alberta", "Ontario", "Jungle", "Top rated", "Military", and "Toronto".

Results for **Edmonton, AB** [Use precise location](#)

## Crude Geolocation

AI Overview

Survival training focuses on equipping individuals with the knowledge and skills to sustain their basic needs (food, water, shelter) in challenging environments, often with limited or no natural resources. It's used both as a tool for preparedness in emergencies and as a recreational activity.

Key aspects of survival training include:

**First Aid:**  
Knowing how to treat injuries, including trauma, is crucial.

**Shelter Building:**

[Show more](#)

## Ads

Survival Training - Best Survival School - Self Reliance Outfitters

The most critical outcome of survival training is gaining knowledge on survival skills. Knowing basic survival skills ca...

[Self Reliance Outfitters](#)

**11 Critical Survival Skills That Could Save Your Life**

Sep 10, 2024 — 11 Critical Survival Skills That Could Save Your Life \* 11 Critical Survival Skills That Could Save Your Lif...

[American Red Cross](#)

**1st & 2nd Result**

**Rest Below**

**Additional Google Generated Content**

People also ask

- What are the 5 most important survival skills?
- How do I start survival training?
- What is basic survival training?
- What are the 7 priorities for survival?

[Feedback](#)

**Boreal Wilderness Institute**  
<https://boreal.net>

### Modern Wilderness Survival Courses & Training

Canada's Best Modern Wilderness Survival Courses & Training. Online Survival Core Seminar, Equipment Display for the Wilderness Survival Core Seminar.

**Boreal Wilderness Institute: Survival, Nav & Wildlife Courses**

Professionally Taught Wilderness Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada.

AI Overviews  
Take up Search  
Space & Reduce  
Clicks

1st & 2nd  
Result

Rest  
Below

# Longer Key Phrase Search

Google **wilderness survival training** X Voice Search Images Tools

All Videos Short videos Images Forums Shopping News More

Near me Online Reviews Cost For kids Alberta First Aid Nova Scotia Top rated

**Crude Geolocation**

Results for **Edmonton, AB** Use precise location

**Top 3 80%**

**Additional Google Generated Content**

**Videos**

**Modern Wilderness Survival Courses & Training**  
Canada's Best Modern Wilderness Survival Courses & Training. Online Survival Core Seminar, Equipment Display for the Wilderness Survival Core Seminar.

**Boreal Wilderness Institute: Survival, Nav & Wildlife Courses**  
Professionally Taught Wilderness Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada.

**People also ask**

- How do I start learning wilderness survival?
- What are the 5 most important survival skills?
- How much does sere training cost?
- What is the difference between wilderness survival and bushcraft?

Feedback

**International Canadian School of Survival**  
Our training programs and courses are designed for individuals and groups who work, play, hunt, fish, and commute through or over the Canadian wilderness.

Wilderness Safety & Survival Core Courses Aviation Survival Course Store

**Videos**

**Learn 10 Beginner Bushcraft & Survival Skills!**  
YouTube · Ranger Survival and Field Craft  
Mar 26, 2023  
26:01  
10 key moments in this video



# Search Results Change Often (1)

**Geolocation**

Results for **Edmonton, AB** Choose area

**Top 3 80%**

**Additional Google Generated Content**

**Rest 20%**

**Search Results:**

- Boreal Wilderness Institute**  
https://boreal.net  
**Boreal Wilderness Institute: Survival, Nav & Wildlife Courses**  
Professionally Taught Wilderness Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada.
- Boreal Wilderness Institute**  
https://boreal.net › survival › modern-wilderness-surviva...  
**Modern Wilderness Survival Courses & Training**  
Canada's Best Modern Wilderness Survival Courses & Training. Online Survival Core Seminar, Equipment Display for the Wilderness Survival Core Seminar.
- People also ask**
  - How do I start learning wilderness survival?
  - What are the 5 most important survival skills?
  - How much does sere training cost?
  - What is the difference between wilderness survival and bushcraft?
- International Canadian School of Survival**  
https://survivalbytraining.com  
**International Canadian School of Survival – Wilderness ...**  
Our training programs and courses are designed for individuals and groups who work, play, hunt, fish, and commute through or over the Canadian wilderness.  
Wilderness Safety & Survival · Core Courses · Aviation Survival Course · Store
- Canadian Wilderness School and Expeditions**  
https://www.cwexpeditions.net › trips  
**Intro Rockies Survival Course - 2 Days**  
Learn some incredible survival techniques, sharpen your bushcraft skills, and enjoy an amazing two day experience in the Canadian Rockies.
- canadiansurvival.info**  
https://www.canadiansurvival.info › survival-resources  
**Canadian Survival Schools**  
These instructors and survival schools have helped bring Wilderness Survival Instruction out of the "Wilderness" and into the mainstream of Outdoor Education.

# Search Results Change Often (2)



wilderness survival training



All Videos Short videos Images Forums Shopping News : More

Tools

Near me

Online

Ontario

Reviews

Cost

For kids

Alberta

First Aid

Nova Scotia

## Crude Geolocation

Results for Edmonton, AB 1 Use precise location

Ads

Sponsored



MasterClass

<https://www.masterclass.com/classes/wildsurvival>

**Survive in the Wild | Essential Survival Guide**

Gain confidence & skills to survive in any environment. Enroll in our **class** today! Master...

Sponsored



Rites of Passage, Inc.

<https://www.wildernessquest.org>

**Guide Training Program**

Online **Training** — Our Guide **Training** Program Focuses On Learning To Guide Rites Of Passage In Nature. Programs in Nature. Non-profit since 1977. Celebrate Life Changes. Scholarships available.

[Learn more - Learn more about our programs.](#)



Sponsored



Outward Bound

<https://www.outwardbound.ca/obc-training/academy>

**Outward Bound Training Academy**

Donate Today — Encouraging an inclusive candidate pool to better represent Canada's diversity. The...



Boreal Wilderness Institute

<https://boreal.net>

**Boreal Wilderness Institute: Survival, Nav & Wildlife Courses**

Professionally Taught **Wilderness Survival**, Navigation, Wildlife & Bear Awareness Courses throughout Canada.



Boreal Wilderness Institute

<https://boreal.net/survival/modern-wilderness-surviva...>

**Modern Wilderness Survival Courses & Training**

Canada's **Best Modern Wilderness Survival Courses & Training**. Online Survival Core Seminar, Equipment Display for the Wilderness Survival Core Seminar.



International Canadian School of Survival

<https://survivalbytraining.com>

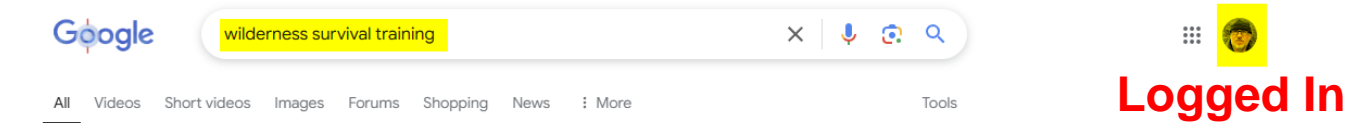
**International Canadian School of Survival – Wilderness ...**

Top 3  
80%

Rest  
20%



# Search Results Change Often (3)



Geolocation

Logged In

Top 3  
80%

- Results for Edmonton, AB
- Boreal Wilderness Institute**  
<https://boreal.net>  
**Boreal Wilderness Institute: Survival, Nav & Wildlife Courses**  
Professionally Taught Wilderness Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada.
  - Boreal Wilderness Institute**  
<https://boreal.net/survival/modern-wilderness-surviva...>  
**Modern Wilderness Survival Courses & Training**  
Canada's Best Modern Wilderness Survival Courses & Training. Online Survival Core Seminar, Equipment Display for the Wilderness Survival Core Seminar.
  - International Canadian School of Survival**  
<https://survivalbytraining.com>  
**International Canadian School of Survival – Wilderness ...**  
Our training programs and courses are designed for individuals and groups who work, play, hunt, fish, and commute through or over the Canadian wilderness.  
Wilderness Safety & Survival · Core Courses · Aviation Survival Course · Store

People also ask

- How do I start learning wilderness survival?
- What are the 5 most important survival skills?
- How much does sere training cost?
- What is the difference between wilderness survival and bushcraft?

Feedback

Additional Google  
Generated Content

Rest  
20%

- Canadian Wilderness School and Expeditions**  
<https://www.cwexpeditions.net/trips>  
**Intro Rockies Survival Course - 2 Days**  
Learn some incredible survival techniques, sharpen your bushcraft skills, and enjoy an amazing two day experience in the Canadian Rockies.

# Keyword Changes Count



survival course



All

Images

Maps

Videos

Shopping

More

Settings

Tools

About 545,000,000 results (0.47 seconds)

boreal.net > survival > cwnc > complete-wilderness-survival-course ▾

**Complete Wilderness Survival Course (CWS)**

Full <title>

5-Day Hands-on Modern Wilderness **Survival Course** with an Emphasis on Fire Lighting, Shelter Building, Safe Tool Use & Critical Survival Items.

Full <meta> description

boreal.net ▾

**Boreal Wilderness Institute: Survival, Navigation & Wildlife ...**

Professionally Taught Wilderness **Survival**, Navigation, Wildlife & Bear Awareness **Courses** throughout Canada.

www.m.cwexpeditions.net > trips ▾

**Intro Rockies Survival Course - 2 Days | Canadian Wilderness ...**

Learn some incredible **survival** techniques, sharpen your bushcraft skills, and enjoy an amazing two day experience in the Canadian Rockies. Our intro **survival** and bush-craft **training** provides an introduction to basic outdoor skills and northern bushcraft. Participants will focus ...

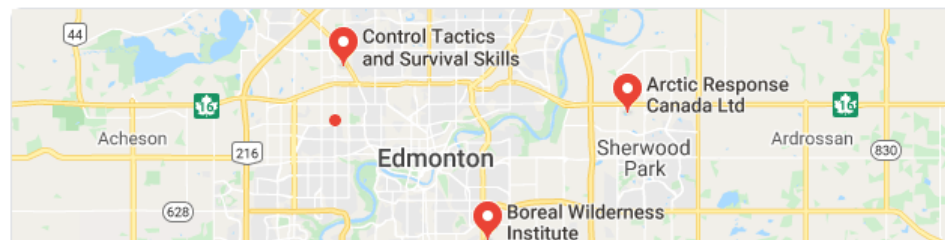
Top 3  
80%

Rest  
20%

www.canadiansurvival.info > survival-resources > survival-schools ▾

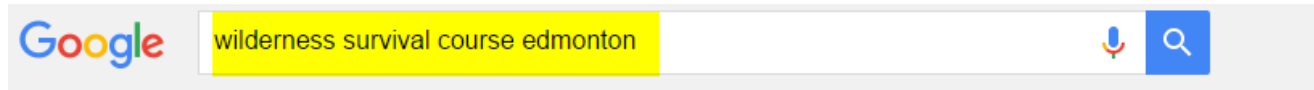
**Canadian Survival Schools**

Canadiansurvival.info Listing of Canadian **Survival** Schools & Canadian ... International Canadian **School of Survival** [Lac Du Bonnet, Manitoba]; Maple Leaf ...



Graphic  
Google My  
Business  
Results

# Longer Long Tail Keywords Help



All Images Maps News Videos More ▾ Search tools

About 27,400 results (0.41 seconds)

Top 3  
80%

**Boreal Wilderness Institute; Wildlife Awareness, Survival & Navigation ...**

[boreal.net/](http://boreal.net/) ▾

Professionally Taught Modern **Wilderness Survival**, Wilderness Navigation, Wildlife Awareness ...

Take Life Saving Training in Modern **Wilderness Survival** ... Contact 780-914-4410 Classroom: #202

7205 Roper Road, Edmonton, Alberta.

**Complete Wilderness Survival (CWS) | Boreal Wilderness Institute**

[boreal.net/survival/cwnc/complete-wilderness-survival-course.php](http://boreal.net/survival/cwnc/complete-wilderness-survival-course.php) ▾

5-Day Hands-on Modern **Wilderness Survival** Course with an Emphasis on Fire ... Location:

Classroom & Resource Centre #202 7205 Roper Road, Edmonton, ...

Fri, Dec 2 [Complete Wilderness Survival](#)

Fri, Dec 2 [Complete Wilderness Survival Course](#)

Feb 6, 2017 [Complete Wilderness Survival Course](#)

**Microformat (Schema.org)  
Added Search Information**

**Wilderness Survival Courses & Training from the Boreal Wilderness ...**

[boreal.net/survival/modern-wilderness-survival-courses.php](http://boreal.net/survival/modern-wilderness-survival-courses.php) ▾

Expert Instruction in Modern **Wilderness Survival**. Offering Winter & Summer Survival Courses in

Western & Northern Canada. ... Registration Schedule Certification Contact 780-914-4410 Classroom:

#202 7205 Roper Road, Edmonton, Alberta.

Rest  
20%

**Canadian Survival Schools - Canadian Wilderness Survival**

[canadiansurvival.info/survival-resources/survival-schools.html](http://canadiansurvival.info/survival-resources/survival-schools.html) ▾

Canadiansurvival.info Listing of Canadian Survival Schools. ... Teaching of **Wilderness Survival** in

Canada has a long history. ... Canadian Wilderness School & Expeditions [Alberta]; International

Canadian School of Survival [Manitoba] ...

**Intro to Survival & Bushcraft - Canadian Wilderness School and ...**

[www.cwexpeditions.net/trips.php?tid=45](http://www.cwexpeditions.net/trips.php?tid=45) ▾

Our 2-day intro **survival** course introduces participants to basic northern Bushcraft and **survival** ... Our

intro **survival** and bush-craft training provides an introduction to basic **outdoor** skills and northern

bushcraft. .... 1-780-695-5141 (Edmonton).

# Longer Long Tail Keywords Change

Google

wilderness survival course edmonton

All Images Videos Maps Short videos News Forums More

**Favicon Helps**

**Home Page**

**Full <title>**

**Full <meta> description**

**Top 3 80%**

**Category Page**

**Rest 20%**

**Diversity Helps**

Boreal Wilderness Institute  
https://boreal.net

**Boreal Wilderness Institute: Survival, Nav & Wildlife Courses**

Professionally Taught Wilderness Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada.

Boreal Wilderness Institute  
https://boreal.net/survival/modern-wilderness-surviva...

**Modern Wilderness Survival Courses & Training**

Canada's Best Modern Wilderness Survival Courses & Training. Online Survival Core Seminar, Equipment Display for the Wilderness Survival Core Seminar.

Alberta Centre for Trapping and Bushcraft  
https://www.albertacentrefortrappingandbushcraft.com/...

**Bushcraft Courses & Workshops**

We offer a growing selection of Wilderness & Bushcraft related courses. We also offer Customized Courses and Workshops for Groups Church Groups 1st Responders

tipofspearsecuritytraining.ca  
https://www.tipofspearsecuritytraining.ca/survival-trai...

**Survival Training | TipofSpear Security**

This course is offered over two full days, over a weekend. There are no overnight components of this course in order to make it accessible for most people.

Roots Home Education  
https://www.rootshomeeducation.com/event-info/wil...

**Wilderness Survival Workshops - Edmonton**

Join Kaykima Wilderness Skills in Chickakoo Lake Recreation Area for a workshop in Survival Skills. Participants will get into nature and learn Wilderness ...

canadiansurvival.info  
https://www.canadiansurvival.info/survival-resources

**Canadian Survival Schools**

These instructors and survival schools have helped bring Wilderness Survival Instruction out of the "Wilderness" and into the mainstream of Outdoor Education.

# Videos Help



Spring Mountain Survival Course



All Images Videos Shopping Short videos Forums News More

1<sup>st</sup>  
Result



Boreal Wilderness Institute

<https://boreal.net/survival/smsc/spring-mountain-su...>

## Spring Mountain Survival Course

A world-class professionally taught Modern Wilderness Survival Course designed to give you the knowledge you need if stranded in the Mountains of Canada.

Video  
Block

### Videos



Re-Introducing the Spring Mountain Survival Course

YouTube · Bruce Zawalsky

Feb 14, 2023

4 key moments in this video



From 00:38

The Online  
Survival Course  
Seminar



From 01:23

Field Courses



From 01:35

Spring Mountain  
Survival Course



From 03:19

The Spring  
Mountain Survival  
Course

Video Highlights

Other  
Videos



Introduction to the Spring Mountain Survival Course

YouTube · Bruce Zawalsky

Jan 28, 2021



SURVIVAL TRAINING (72 hours) - NO FOOD, NO WATER ...

YouTube · Rathwulven Bushcraft

Jul 18, 2020



10 key moments in this video



3 Day Fundamental Module 1 Bushcraft Survival Course

YouTube · Bushcraft Survival Australia

Oct 22, 2024



# Featured Snippet Block



Winter Boreal Survival Course



All Images Videos Shopping Short videos Forums News : More

Tools

Snippet  
Block

The Winter Boreal Survival Course ( WBSC ) is a One-of-a-Kind World Class and Professionally Taught Modern Winter Survival training course . It is the second part of our two-day Online Survival Core Seminar, making this seven incredible days of world-class instruction in Canadian Winter Wilderness Survival.



Boreal Wilderness Institute

<https://boreal.net/complete-wilderness-survival-course>

Winter Boreal Survival Course

About featured snippets

Videos :



Winter Boreal Survival Course

YouTube · Bruce Zawalsky  
Mar 9, 2024

9 key moments in this video



Boreal Forest Winter Survival Shelter

YouTube · Aurora Borealis Knives  
Mar 13, 2017

When asked a question or request in Google Search, it may show a special **Featured Snippet Block** at the top of the search results.

It includes a summary of the answer, extracted from a webpage, plus an image, link to the page, page title and URL

This Snippet Block show up only due to the **Course Name**

Videos



# Keyword Permutations

- Complex **Keyphrase/Longtailed Keywords** may have Multiple Meanings by changing **Keyword Order**
- Example:

***Business Networking Group*** vs.  
***Group Networking Business***

- Different Word Order can have a Different Meaning
- Keyword Order for your Target Audience is Important
- Try Different Keyword Orders in a Search Engine to see if they have a Different Relevance to your Target Audience or Drastically Different Results

# Linguistic Ambiguity

- **Homonyms:**

- Words that share the same spelling but are pronounced differently and have different meanings
- i.e. **bow** (the front of the ship) or **bow** (the weapon)

- **Homophones:**

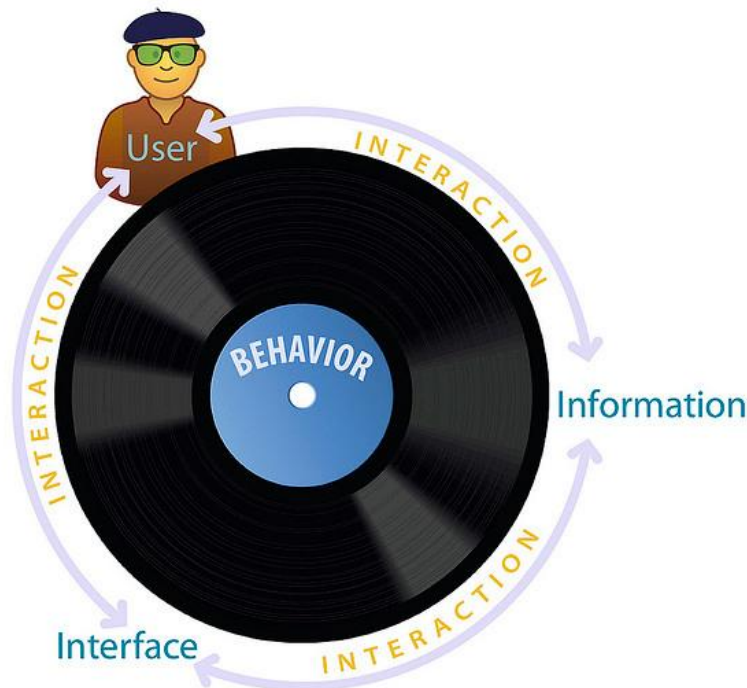
- Words that are pronounced the same as another word but differ in meaning
- i.e. **form** (to fill in) and **forum** (a place to go) or **to, two** & **too**

- **Homographs:**

- Words that share the same spelling but have different meanings
- i.e. **bear** (noun) the animal or **bear** (verb) to support or carry
- Address these 3 Factors with your **Target Audience** in Mind

# Finding Your Target Audience

- Form a Mental Picture of your sites **Target Audience**
- Get into their Mind
- Look for Assumptions, Behaviors, Common Vocabulary, Shared Beliefs & Experience
- Look for the Main Traits that Tie Together your Target Audience
- Create a Persona or Multiple Personas of your Target Audience



# Step-by-Step Keyword Research

1. **Find your Target Audience**
2. Brainstorm Keywords
3. Compile a List
4. Shorten and Refine the List
5. Check the Competitiveness of the Keywords Found
6. Build then into Longtailed Keywords
7. Build these **Keywords** and **Longtailed Keywords** into a page

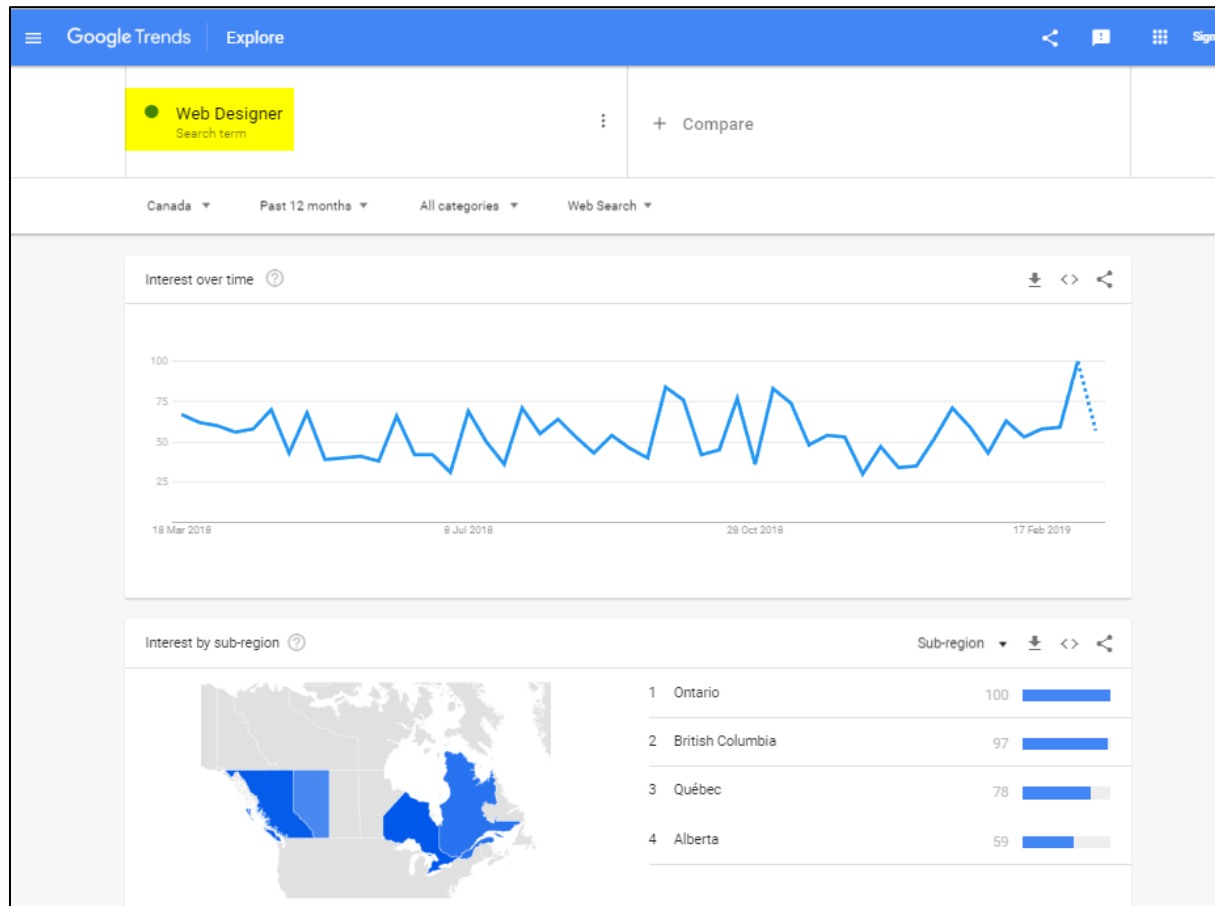
# Keyword Strategies

- **Longtailed Keywords** can lead to better engagement with your Target Audience
- Use the **Same Keywords** used by your Target Audience in **Social Media** and on your **Direct Competitors Websites**
- Keywords Must be Relevant to the **Pages Purpose** and the **Target Audience**
- Take Time to Study/Find your Keywords
- Remember they can Change as Search Habits Change and Media Events change our Awareness of Events, Issues & Social Trends

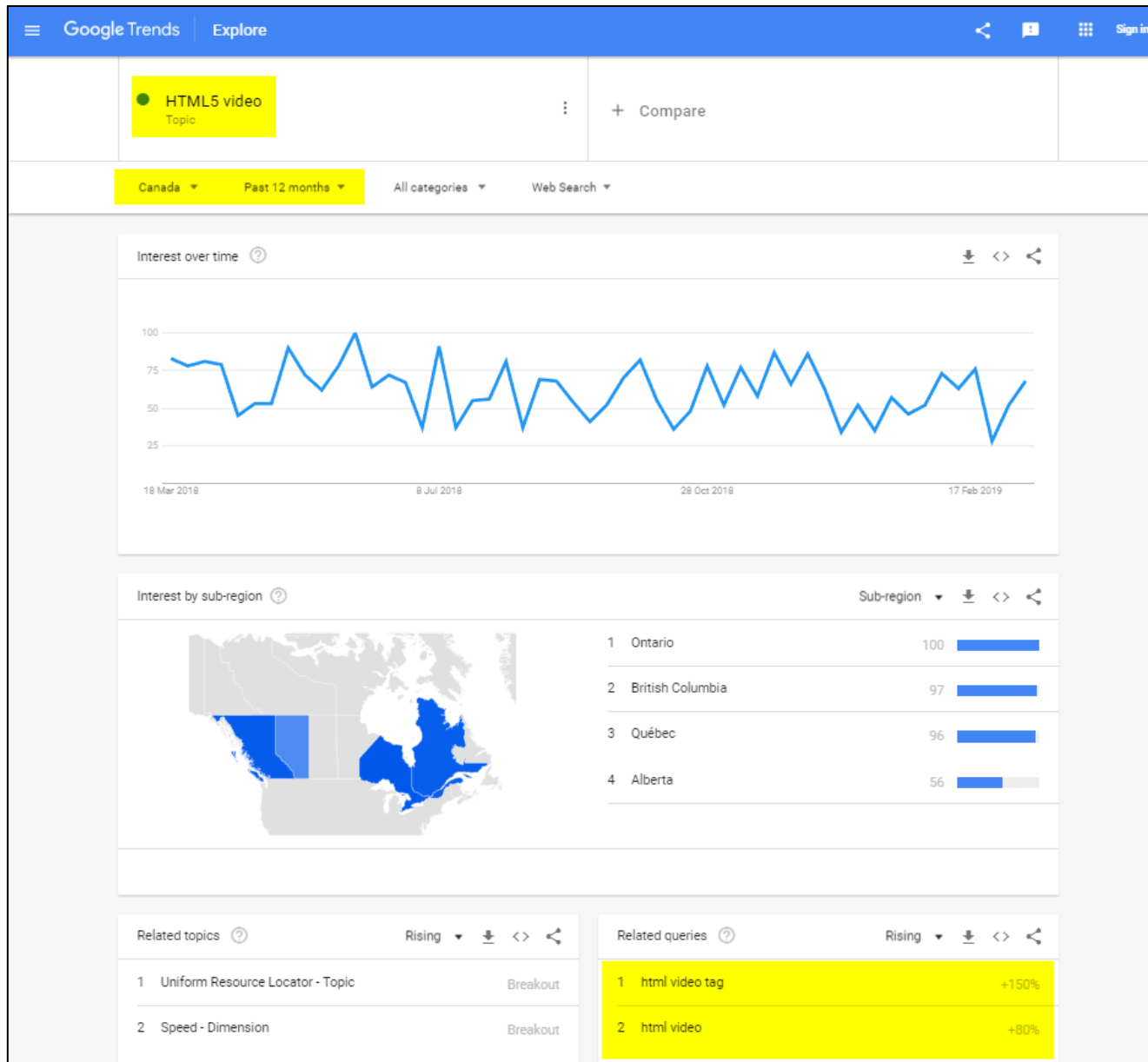
# Google Trends for Search

<http://www.google.com/trends/>

- Use this tool to dig deeply into customer use of specific Keywords and Keyphrase
- Allows location and date range comparisons
- Show search volume and top related search terms

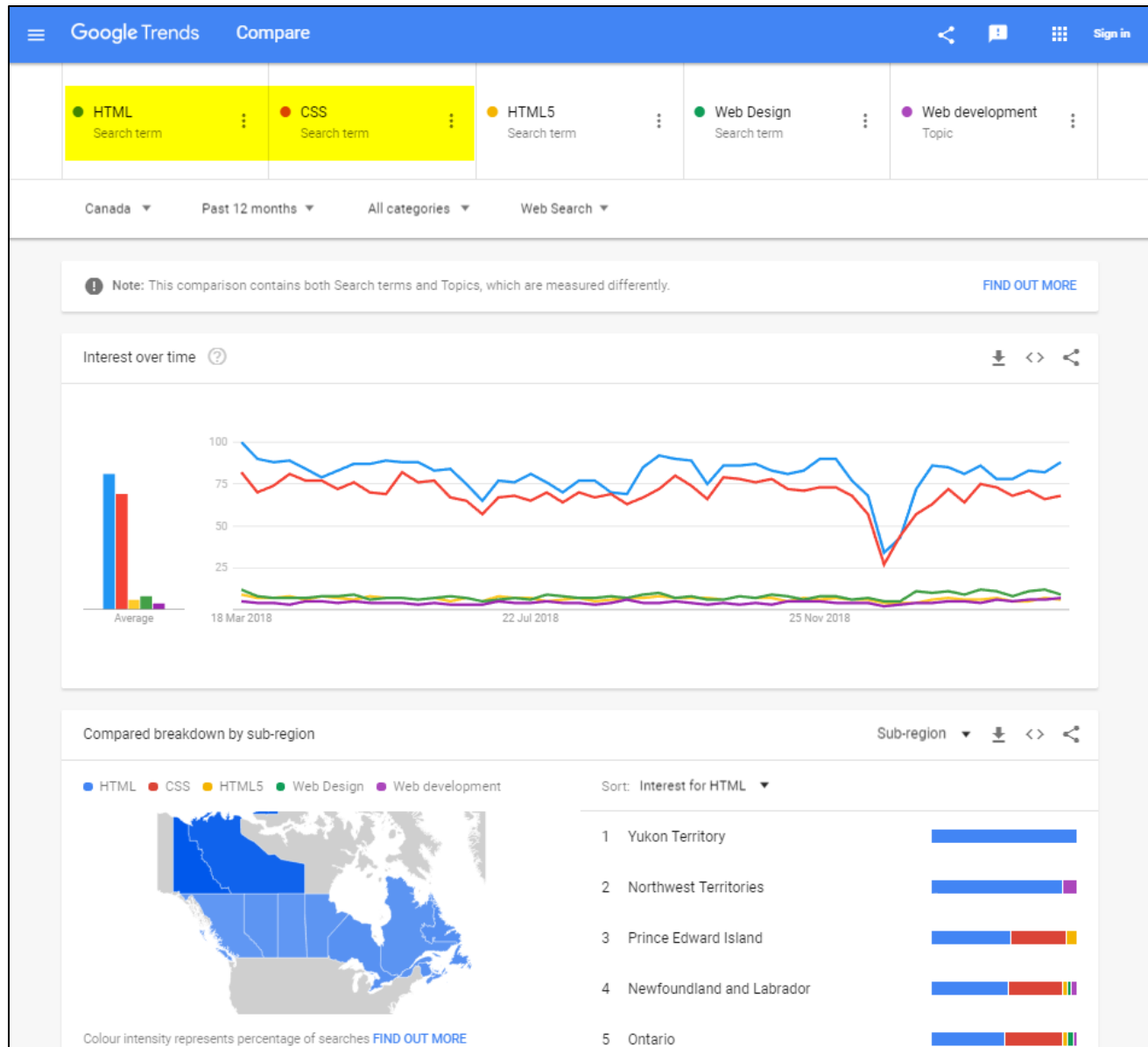


# Trend Search “HTML5 Video”





# Trend Search for Multiple Terms



# Part #2: Analytics

## Why Use Analytics?

- **Analytics Provides Knowledge of Who is Visiting & What they are Doing on the Website**
- Find out which customer are buying and what **Keywords** are being used by these customers
- Find out who is using specific parts of your Website
- Allows you to:
  1. Dig deeply into your **Target Audiences** Habits on your site
  2. See trends in your **Target Audiences** OS, Browser, Device & Screen Resolution
  3. Conduct Effective Online Marketing Campaigns
  - 4. Find & Fix Problems Quickly**

# Types of Analytics

## 1. Website Based Analytics

## 2. Log Files Analyzers

- Setup by Your ISP
- Simpler Results
- No Slow Down in Server, except when Running
- Many Available
- **Analog** & **AwStats** Common Open Source Programmes

## 3. Webmaster Tool Suites

- Must Register to Use
- **Google Search Console**
- **Bing Webmaster Tools**

## 4. True Analytics Programmes

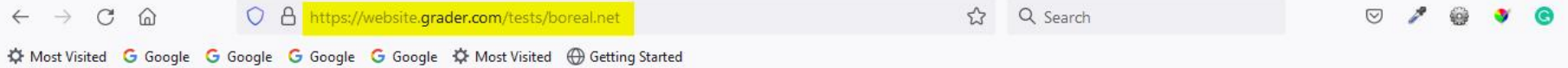
- Setup by You
- Complex Results
- Adds a 60k+ JavaScript to Each Page (once per Website)
- JavaScript must be updated from Time-to-Time
- Limited Selection
- **Google Analytics** Most Commonly Used

# Website Based Analytics

## ***Remember:***

- 1. You can use Web Based Analytics on your sites and your Competitor's sites as well.*
- 2. There are Numerous Examples of these types of tools.*
- 3. These tools are changed and updated regularly, especially by Google.*
- 4. These tools appear and disappear regularly.*

# website.grader.com



HubSpot **TOOLS**  
WEBSITE GRADER

English ▾

100

boreal.net

PERFORMANCE 30/30

SEO 30/30

MOBILE 30/30

SECURITY 10/10

Is your website slowing  
you down?

Create and manage beautiful website pages  
that get traffic and convert leads with  
HubSpot CMS Free.

Get the Free CMS

No credit card needed

## This site is great

You're amazing! Let's all bask in the glow of your amazingness. Ahhh. See your scorecard below  
and take action now by creating a high-speed website with HubSpot CMS Free.

Start a fast website



#### PAGE SIZE

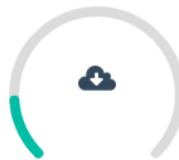


**278**KB

**So fast! So light!**

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

#### PAGE REQUESTS



**15**

**You make this look easy.**

The more HTTP requests your website makes, the slower it becomes. Try reducing the number of files your site loads.

#### PAGE SPEED



**3.2**SEC

**Zoom zoom. Nice work.**

Best-in-class webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

#### BROWSER CACHING

PASS



**Wowee. Your web caching is world class.**

Browser caching speeds up your website by storing frequently used content in local memory.

#### MINIMAL PAGE REDIRECTS

PASS



**Straight to the point.**

Multiple redirects can make your site load slower. Aim for no more than one redirect.

#### IMAGE SIZE

PASS



**They fit perfectly!**

Images can take a long time to load. Use responsive images or SVGs to optimize your images for different screen sizes.

#### MINIFIED JAVASCRIPT

PASS



**Have you been working out?**

When your JavaScript is properly compressed, it makes your website run much faster.

#### MINIFIED CSS

PASS



**Short and sweet.**

When your CSS is properly compressed, it makes your website run much faster.



# Desktop www.webpagetest.org

URL: <https://boreal.net/> DATE: 2025-04-13, 9:44:09 p.m.

## Webpage Performance Test Result

SETTINGS: DESKTOP  v134  Cable  Dulles, Virginia USA More  Share


View: Performance Summary



Tools: Export Re-Run Test




## Performance Summary



### Is it Quick?

 Not bad... This site was quick to connect and deliver initial code. It began rendering content very quickly. There were 1 render-blocking requests. The largest content rendered quickly.


 Opportunities 5  Tips 5  Experiments 4




### Is it Usable?

 Not bad... This site had good layout stability. It took little time to become interactive. Some HTML was generated after delivery, potentially delaying usability.

 Opportunities 1  Tips 1  Experiments 1

### Is it Resilient?

 Not bad... This site had no render-blocking 3rd party requests that could be a single point of failure. It had no security issues. Some HTML was generated after delivery, which can cause fragility.

 Opportunities 1  Tips 1  Experiments 3

 You have Free Experiments Available! Try them now!

## Page Performance Metrics

(Based on Median Run by: Speed Index)

Note: Metric availability will vary

First View (Run 2)

Time to First Byte	Start Render	First Contentful Paint	Speed Index	Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Page Weight
.528s	.800s	.821s	1.116s	1.356s	0	.008s	266 KB
When did the content start downloading?	When did pixels first start to appear?	How soon did text and images start to appear?	How soon did the page look usable?	When did the largest visible content finish loading?	How much did the design shift while loading?	Was the main thread blocked?	How many bytes downloaded?

Visual Page Loading Process [\(Explore\)](#)





# Mobile www.webpagetest.org

URL: <https://boreal.net/> DATE: 2025-04-13, 9:40:33 p.m.

## Webpage Performance Test Result


SETTINGS: MOTOG4  v134  4G  Dulles, Virginia USA [More](#) [Share](#)

View: **Performance Summary**

Tools: [Export](#) [Re-Run Test](#)


## Performance Summary



### Is it Quick?

 **Not bad...** This site took little time to connect and deliver initial code. It began rendering content very quickly. There were 1 render-blocking requests. The largest content rendered quickly.


 Opportunities **7**  Tips **7**  **Pro** Experiments **7**



### Is it Usable?

 **Needs Improvement.** This site had good layout stability. It took a long time to become interactive. Some HTML was generated after delivery, potentially delaying usability.

 Opportunities **3**  Tips **3**  **Pro** Experiments **3**

### Is it Resilient?

 **Not bad...** This site had no render-blocking 3rd party requests that could be a single point of failure. It had no security issues. Some HTML was generated after delivery, which can cause fragility.

 Opportunities **1**  Tips **1**  **Pro** Experiments **3**

 **You have Free Experiments Available!** [Try them now!](#)

## Page Performance Metrics

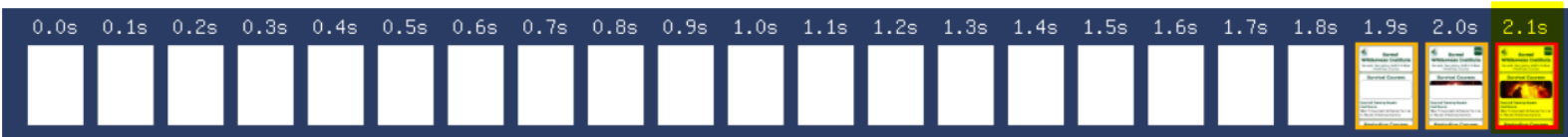
(Based on Median Run by: [Speed Index](#))

 **Note:** Metric availability will vary

First View (Run 2)

Time to First Byte	Start Render	First Contentful Paint	Speed Index	Largest Contentful Paint	Cumulative Layout Shift	Total Blocking Time	Page Weight
<b>1.040s</b>	<b>1.900s</b>	<b>1.831s</b>	<b>1.979s</b>	<b>2.056s</b>	<b>.007</b>	<b>.825s</b>	<b>266 KB</b>
When did the content start downloading?	When did pixels first start to appear?	How soon did text and images start to appear?	How soon did the page look usable?	When did the largest visible content finish loading?	How much did the design shift while loading?	Was the main thread blocked?	How many bytes downloaded?

Visual Page Loading Process ([Explore](#))





## Latest Performance Report for: <https://boreal.net/>

Share

Report generated: Sun, Apr 9, 2023 2:57 PM -0700  
Test Server Location: Vancouver, Canada  
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

### GTmetrix Grade <sup>?</sup>

A

Performance <sup>?</sup>  
100%

Structure <sup>?</sup>  
99%

### Web Vitals <sup>?</sup>

LCP <sup>?</sup>  
360ms

TBT <sup>?</sup>  
0ms

CLS <sup>?</sup>  
0

Summary

Performance

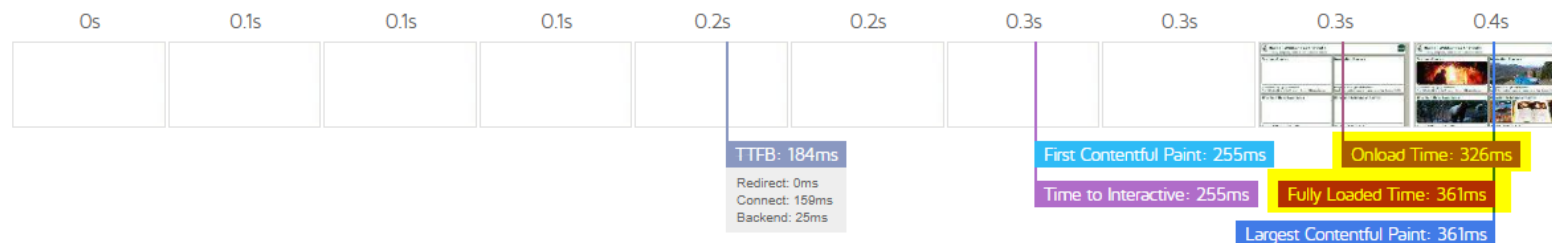
Structure

Waterfall

Video

History

### Speed Visualization <sup>?</sup>



Re-Test

Compare

Page Settings

Monitor

Set Up Alerts

Tags

Download PDF



Block ads and  
trackers on this  
page

Enable AdBlock Plus  
to see how this page  
performs without ads  
or trackers with a **free**  
GTmetrix account!

Create account

# Drill Down Hints (1)

## Top Issues

AllFCPLCPTBTCLSThese audits are identified as the top issues impacting **your performance**.

IMPACT	AUDIT		
Low	Use a Content Delivery Network (CDN)	7 resources found	▼
Low	Serve static assets with an efficient cache policy	Potential savings of 11.5KB	▼
Low	Use HTTP/2 for all resources	Potential savings of 40ms	▼
Low	Avoid enormous network payloads <small>LCP</small>	Total size was 204KB	▼
Low	Eliminate render-blocking resources <small>FCP</small> <small>LCP</small>	Potential savings of 0 ms	▼

Focus on these audits first

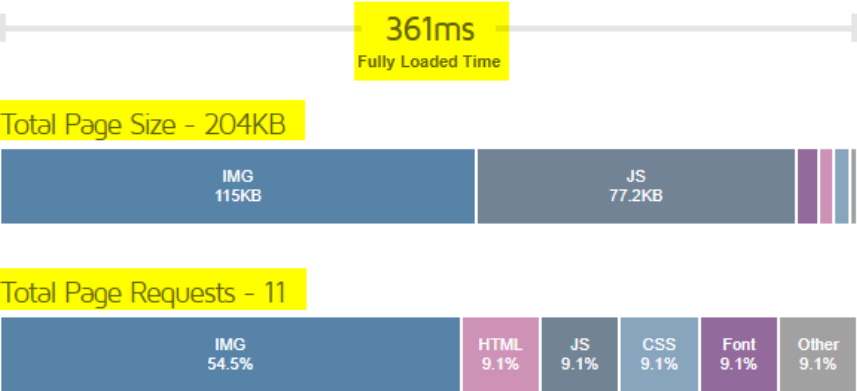
These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

[See all Structure audits](#)


## Page Details ?


Your page content is broken down into the following:





## More from GTmetrix

Additional tips and suggestions based on your page analysis.

Need help with optimization?  
Find a developer with our partner Fiverr to optimize your performance

Third-party requests are affecting your performance  
Learn why and potential solutions

Tips and Tricks for using GTmetrix  
Shortcuts, guides and pointers for making the most out of GTmetrix

Access Analysis Options with a GTmetrix account  
Block ads, capture video, change connection speeds, etc

# Drill Down Hints (2)

IMPACT

AUDIT

Low

Use a Content Delivery Network (CDN)

7 resources found



CDNs can give an equally fast web experience to your users across the globe.

[Learn how to improve this](#)

URL

- <https://boreal.net/css/bwi.css>
- <https://boreal.net/images/bwi-sml-logo.png>
- <https://boreal.net/images/bwi-sml-menu.png>
- <https://boreal.net/images/modern-wilderness-survival-training-long-01.webp>
- <https://boreal.net/images/wilderness-navigation-training-long-01.webp>
- <https://boreal.net/images/two-grizzly-bear-cubs-01.webp>
- <https://boreal.net/images/canadian-wilderness-survival-book-long-03.webp>

Low

Serve static assets with an efficient cache policy

Potential savings of 11.5KB



A long cache lifetime can speed up repeat visits to your page.

[Learn how to improve this](#)

URL

- <https://boreal.net/images/wilderness-navigation-training-long-01.webp>
- <https://boreal.net/images/two-grizzly-bear-cubs-01.webp>
- <https://boreal.net/images/canadian-wilderness-survival-book-long-03.webp>
- <https://boreal.net/images/modern-wilderness-survival-training-long-01.webp>
- <https://boreal.net/fonts/bwi-icon.woff?73544518>
- <https://boreal.net/images/bwi-sml-logo.png>
- <https://boreal.net/css/bwi.css>
- <https://boreal.net/images/bwi-sml-menu.png>

CACHE TTL

TRANSFER SIZE

30 days	31.4KB
30 days	31.1KB
30 days	28.5KB
30 days	19.5KB
30 days	4.67KB
30 days	3.28KB
30 days	2.99KB
30 days	1.25KB

# Drill Down Hints (3)

Low

Avoid enormous network payloads LCP

Total size was 202KB



Large network payloads cost users real money and are highly correlated with long load times.

[Learn how to improve this](#)

URL

TRANSFER SIZE

• <a href="https://www.googletagmanager.com/gtag/js?id=G-G22LD9HEWM">https://www.googletagmanager.com/gtag/js?id=G-G22LD9HEWM</a>	74.7KB
• <a href="https://boreal.net/images/wilderness-navigation-training-long-01.webp">https://boreal.net/images/wilderness-navigation-training-long-01.webp</a>	31.4KB
• <a href="https://boreal.net/images/two-grizzly-bear-cubs-01.webp">https://boreal.net/images/two-grizzly-bear-cubs-01.webp</a>	31.1KB
• <a href="https://boreal.net/images/canadian-wilderness-survival-book-long-03.webp">https://boreal.net/images/canadian-wilderness-survival-book-long-03.webp</a>	28.5KB
• <a href="https://boreal.net/images/modern-wilderness-survival-training-long-01.webp">https://boreal.net/images/modern-wilderness-survival-training-long-01.webp</a>	19.5KB
• <a href="https://boreal.net/fonts/bwi-icon.woff?73544518">https://boreal.net/fonts/bwi-icon.woff?73544518</a>	4.67KB
• <a href="https://boreal.net/images/bwi-sml-logo.png">https://boreal.net/images/bwi-sml-logo.png</a>	3.28KB
• <a href="https://boreal.net/">https://boreal.net/</a>	3.14KB
• <a href="https://boreal.net/css/bwi.css">https://boreal.net/css/bwi.css</a>	2.99KB
• <a href="https://boreal.net/images/bwi-sml-menu.png">https://boreal.net/images/bwi-sml-menu.png</a>	1.25KB

## Lighthouse: Avoid enormous network payloads

### Overview

Large network payloads (i.e., large file sizes) directly correlate with long page load times.

Reducing the total size of your page's network requests improves your visitors' page experience, as smaller files download faster.

# Google PageSpeed Insights (1)

<https://pagespeed.web.dev/>



Report from Apr 9, 2023, 4:06:28 PM

<https://boreal.net/>

Analyze

Mobile

Desktop



Discover what your real users are experiencing



This URL

Origin



Core Web Vitals Assessment: Passed

Expand view

● Largest Contentful Paint (LCP)

1.2 s

● First Input Delay (FID)

N/A

● Cumulative Layout Shift (CLS)

0

## OTHER NOTABLE METRICS

● First Contentful Paint (FCP)

1.2 s

● Interaction to Next Paint (INP)

95 ms

● Time to First Byte (TTFB)

0.7 s

📅 Latest 28-day collection period

🕒 Full visit durations

📱 Various mobile devices

🌐 Various network connections

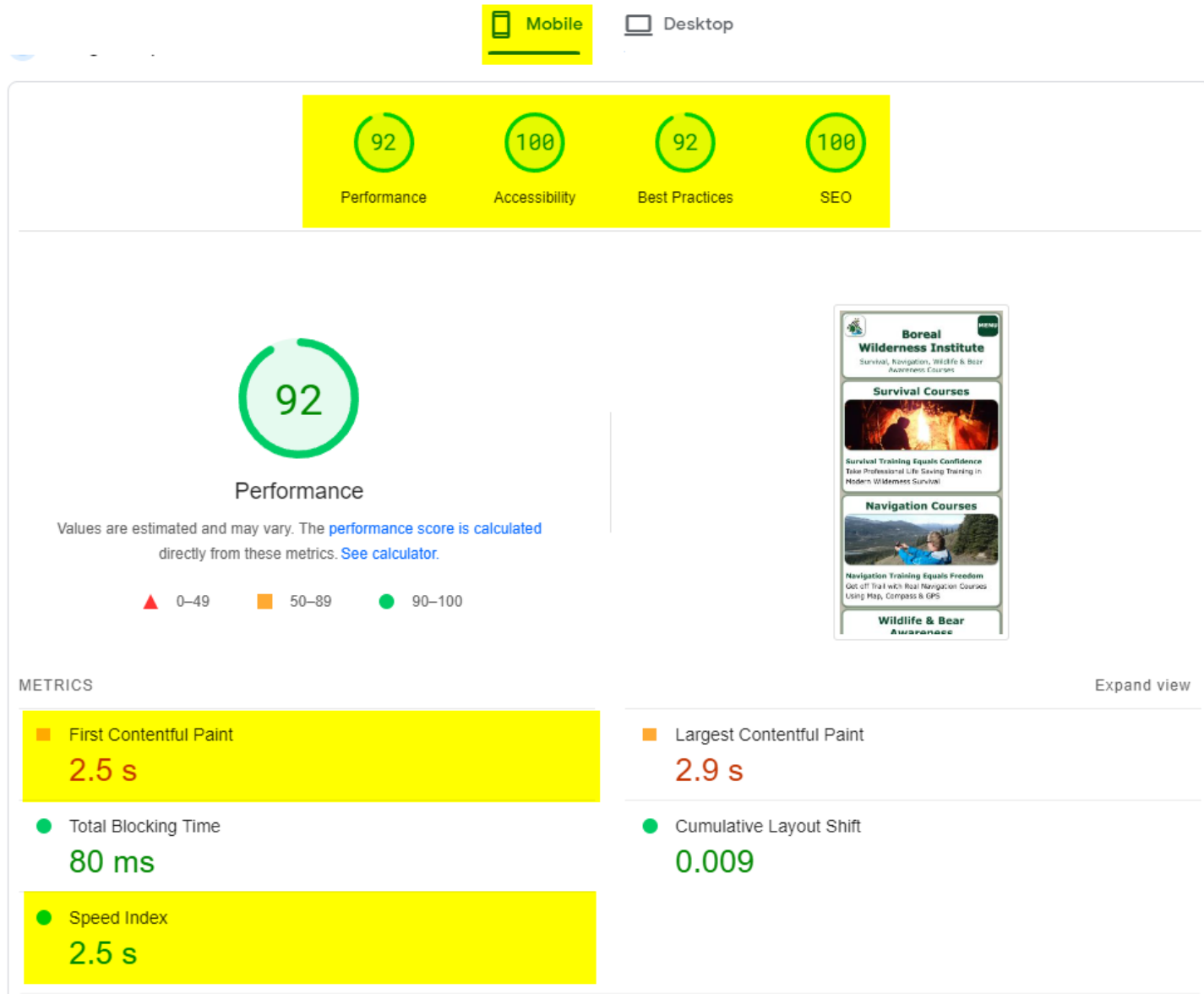
👥 Many samples ([Chrome UX Report](#))

🔄 All Chrome versions



# Google PageSpeed Insights (2)

<https://pagespeed.web.dev/>



# Google PageSpeed Insights (3)

<https://pagespeed.web.dev/>

## OPPORTUNITIES

Opportunity

Estimated Savings

■ Reduce unused JavaScript

0.30s ▾

These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

## DIAGNOSTICS

▲ Ensure text remains visible during webfont load ▾

▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 300 ms ▾

▲ Image elements do not have explicit [width](#) and [height](#) ▾

■ First Contentful Paint (3G) — 4468 ms ▾

# Google PageSpeed Insights (4)

<https://pagespeed.web.dev/>

 Mobile

 Desktop

92

Best Practices

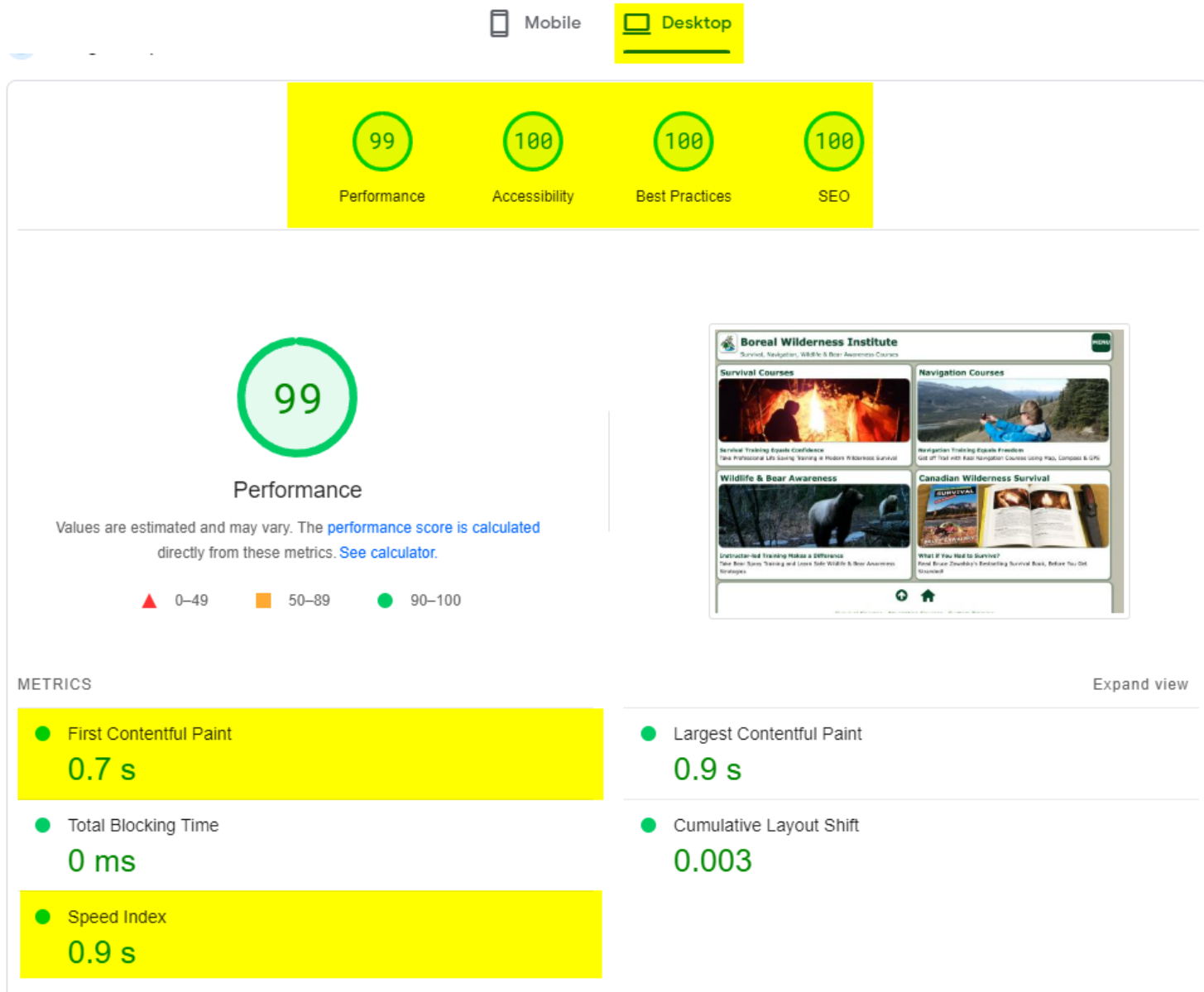
## USER EXPERIENCE

 Serves images with low resolution



# Google PageSpeed Insights (5)

<https://pagespeed.web.dev/>



# **Log Files Analyzers**

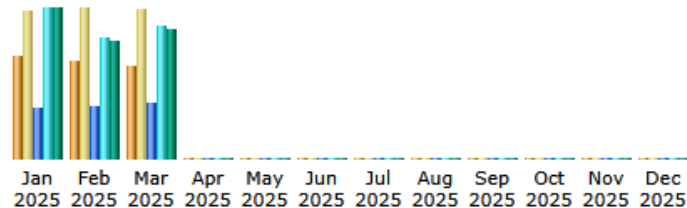
# AWStats (1)

- Open-Source Tool provides basic Analytic Information
- Provides a Keyphrase or Keywords with total Search Numbers
- Cannot dig down to gain more information

Summary					
Reported period	Month Mar 2025				
First visit	01 Mar 2025 - 00:00				
Last visit	31 Mar 2025 - 23:55				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	4,044	6,552 (1.62 visits/visitor)	22,235 (3.39 Pages/Visit)	52,329 (7.98 Hits/Visit)	1.24 GB (198.95 KB/Visit)
Not viewed traffic *			627,574	1,821,244	13.75 GB

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

### Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2025	4,469	6,484	20,397	59,261	1.45 GB
Feb 2025	4,290	6,559	20,958	47,640	1.13 GB
Mar 2025	4,044	6,552	22,235	52,329	1.24 GB
Apr 2025	0	0	0	0	0
May 2025	0	0	0	0	0
Jun 2025	0	0	0	0	0
Jul 2025	0	0	0	0	0
Aug 2025	0	0	0	0	0
Sep 2025	0	0	0	0	0
Oct 2025	0	0	0	0	0
Nov 2025	0	0	0	0	0
Dec 2025	0	0	0	0	0
Total	12,803	19,595	63,590	159,230	3.82 GB



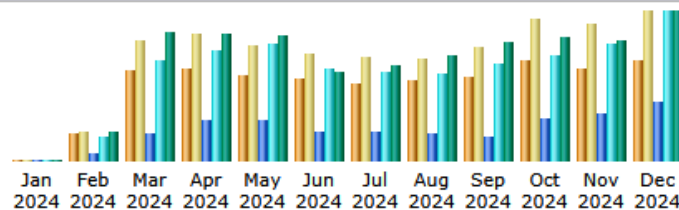
# AWStats (2)

## Summary

Reported period	Month Dec 2024				
First visit	01 Dec 2024 - 00:07				
Last visit	31 Dec 2024 - 23:52				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	4,279	6,384 (1.49 visits/visitor)	19,448 (3.04 Pages/Visit)	49,128 (7.69 Hits/Visit)	1.44 GB (236.76 KB/Visit)
Not viewed traffic *			342,999	1,480,146	11.06 GB

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

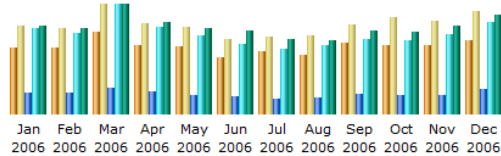
## Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2024	0	0	0	0	0
Feb 2024	1,150	1,269	2,192	7,776	287.85 MB
Mar 2024	3,863	5,161	8,765	33,060	1.23 GB
Apr 2024	3,967	5,394	13,221	36,325	1.22 GB
May 2024	3,619	4,899	13,640	38,662	1.21 GB
Jun 2024	3,546	4,551	9,532	30,113	871.54 MB
Jul 2024	3,294	4,446	9,799	29,352	948.03 MB
Aug 2024	3,406	4,363	9,218	28,472	1.02 GB
Sep 2024	3,576	4,857	8,168	31,797	1.14 GB
Oct 2024	4,256	6,098	13,958	34,897	1.19 GB
Nov 2024	3,948	5,871	15,610	38,359	1.17 GB
Dec 2024	4,279	6,384	19,448	49,128	1.44 GB
Total	38,904	53,293	123,551	357,941	11.68 GB

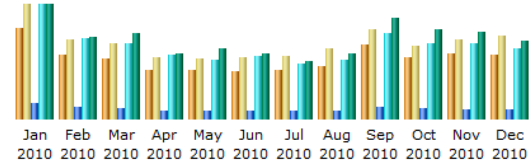
# AWStats (3)

Monthly history



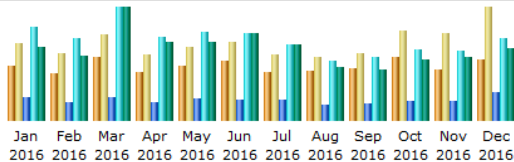
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2006	899	1196	3457	14073	95.87 MB
Feb 2006	906	1172	3437	13336	93.58 MB
Mar 2006	1125	1494	4337	17996	118.98 MB
Apr 2006	934	1232	3643	14396	100.42 MB
May 2006	919	1194	3029	12930	92.94 MB
Jun 2006	778	1015	2993	11430	90.04 MB
Jul 2006	848	1056	2461	10678	80.73 MB
Aug 2006	813	1067	2694	11216	80.31 MB
Sep 2006	971	1226	3283	12251	90.19 MB
Oct 2006	938	1313	3097	12013	89.13 MB
Nov 2006	930	1273	3080	13037	96.12 MB
Dec 2006	1009	1400	4115	15131	107.82 MB
Total	11070	14638	39626	158487	1.11 GB

Monthly history



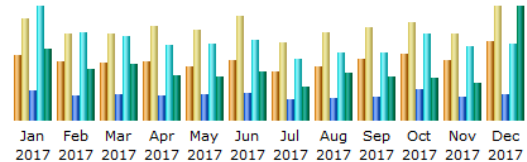
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	1941	2448	7648	54413	332.18 MB
Feb 2010	1367	1688	5688	38260	239.18 MB
Mar 2010	1300	1631	4900	36186	248.22 MB
Apr 2010	1037	1311	4168	30262	191.52 MB
May 2010	1048	1280	3773	28337	205.33 MB
Jun 2010	1027	1321	4025	29770	189.48 MB
Jul 2010	1048	1334	3657	26305	168.52 MB
Aug 2010	1140	1513	4184	28139	189.71 MB
Sep 2010	1586	1924	5975	40610	292.64 MB
Oct 2010	1309	1572	4889	36073	261.96 MB
Nov 2010	1390	1697	4491	35712	251.59 MB
Dec 2010	1382	1776	4769	33302	228.22 MB
Total	15575	19495	58167	417369	2.73 GB

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2016	2,783	3,923	11,256	45,221	676.78 MB
Feb 2016	2,398	3,371	8,959	39,916	598.56 MB
Mar 2016	3,208	4,331	10,930	54,605	1.02 GB
Apr 2016	2,446	3,366	9,089	40,276	724.37 MB
May 2016	2,768	3,715	10,385	42,876	728.02 MB
Jun 2016	3,043	3,997	9,972	41,976	805.65 MB
Jul 2016	2,428	3,346	10,286	36,719	704.24 MB
Aug 2016	2,500	3,238	7,790	28,929	488.66 MB
Sep 2016	2,652	3,420	8,033	30,630	473.88 MB
Oct 2016	3,224	4,517	9,616	34,426	564.26 MB
Nov 2016	2,556	4,446	9,517	33,872	585.44 MB
Dec 2016	3,080	5,724	13,632	39,531	665.45 MB
Total	33,086	47,394	119,465	468,977	7.87 GB

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2017	3,940	6,198	14,876	56,275	965.73 MB
Feb 2017	3,537	5,263	12,432	43,399	690.08 MB
Mar 2017	3,490	5,284	12,591	41,770	768.38 MB
Apr 2017	3,561	5,734	12,282	37,100	612.77 MB
May 2017	3,247	5,463	12,723	37,843	588.04 MB
Jun 2017	3,611	6,299	13,321	39,848	658.07 MB
Jul 2017	2,937	4,740	10,071	30,022	456.20 MB
Aug 2017	3,291	5,336	11,159	33,395	646.99 MB
Sep 2017	3,720	5,646	11,393	33,710	588.74 MB
Oct 2017	4,028	5,929	15,388	42,520	581.81 MB
Nov 2017	3,635	5,268	11,341	36,597	505.12 MB
Dec 2017	4,825	6,912	12,754	38,135	1.51 GB
Total	43,822	68,072	150,331	470,614	8.41 GB

# AWStats 404 Errors

/adminer.php	590	-
/wp-admin/setup-config.php	421	http://boreal.net/wp-admin/setup-config.php
/wordpress/wp-admin/setup-config.php	413	http://boreal.net/wordpress/wp-admin/setup-config.php
/.well-known/traffic-advice	344	-
/.env	268	-
/wp	100	http://boreal.net/wp
/wordpress	100	http://boreal.net/wordpress
/new	97	http://boreal.net/new
/old	97	http://boreal.net/old
/backup	96	http://boreal.net/backup
/main	94	http://boreal.net/main
/bk	93	http://boreal.net/bk
/home	93	http://boreal.net/home
/bc	93	http://boreal.net/bc
/.git/config	92	-
/sitemap.xml	69	-
/wp-login.php	56	-
/ads.txt	55	-
/about-bwi/index.php	53	https://boreal.net/index.php

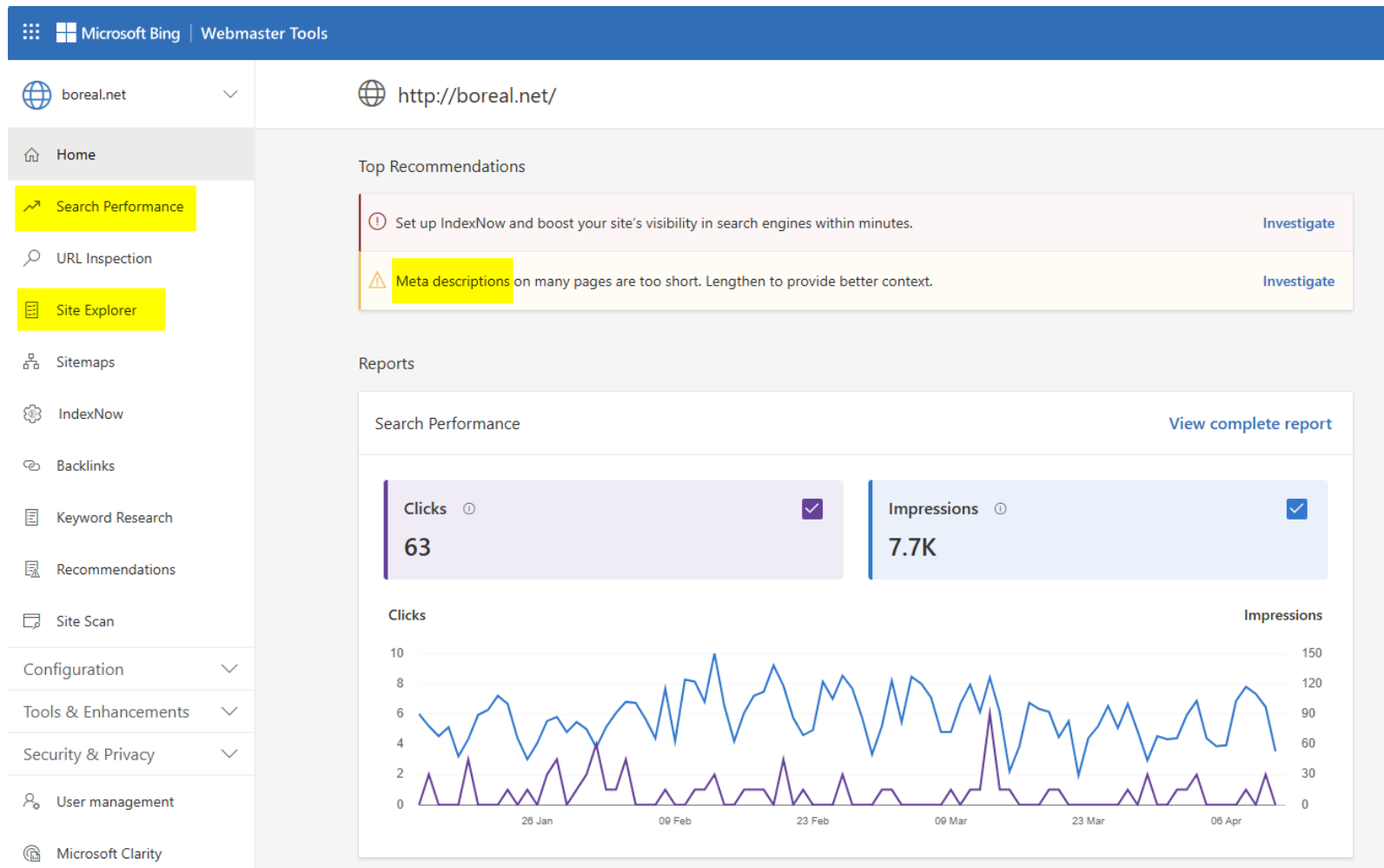
1. **Adminer** is a popular **PHP** tool used to administer MySQL and PostgreSQL Databases
2. **WordPress Hacks** show up as /wp, /wordpress, /wp-login, /wp-admin

*These Hack attempts represent 75% of my 404 Errors*

# **Webmaster Tool Suites**

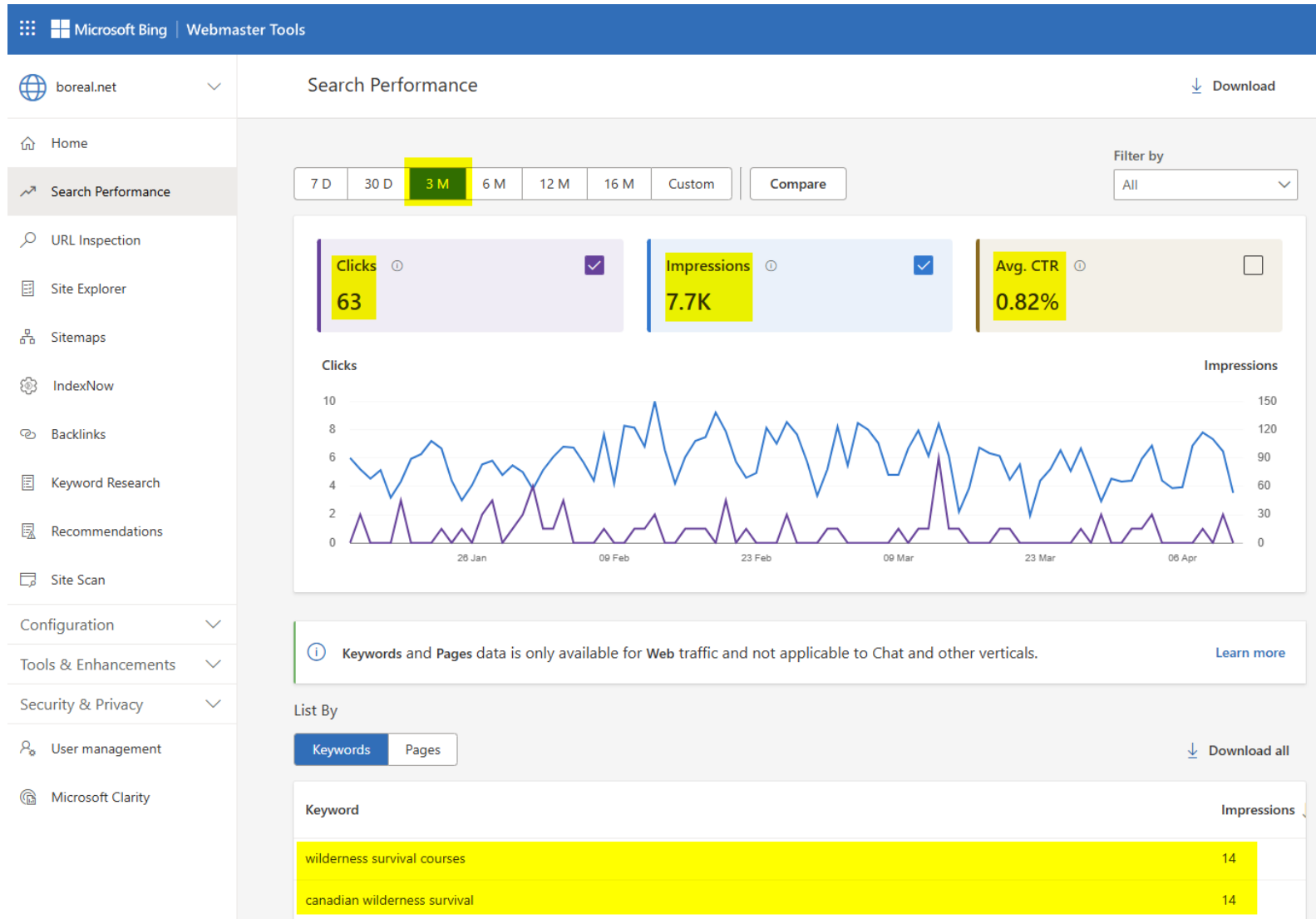
# Bing Webmaster Tools (1)

- Bing Webmaster Tools is Free
- Accessed with a Windows Live ID or Hotmail Account
- Requires a <meta> in the <head> of your Default Page



# Bing Webmaster Tools (2)

- Each Individual Site Registered Has its own Dashboard/Pages



# Bing Webmaster Tools (3)

- Many options are available including **Recommendations**, IndexNow, Keyword Research & Site Scan

Microsoft Bing | Webmaster Tools

boreal.net

Home

Search Performance

URL Inspection

Site Explorer

Sitemaps

IndexNow

Backlinks

Keyword Research

Recommendations

Site Scan

Configuration

Tools & Enhancements

Security & Privacy

Recommendations

Total Errors

High severity1

Moderate severity56

Low severity-

57  
Total errors

Total pages with errors56

Error details

AllHighModerateLow

Download all

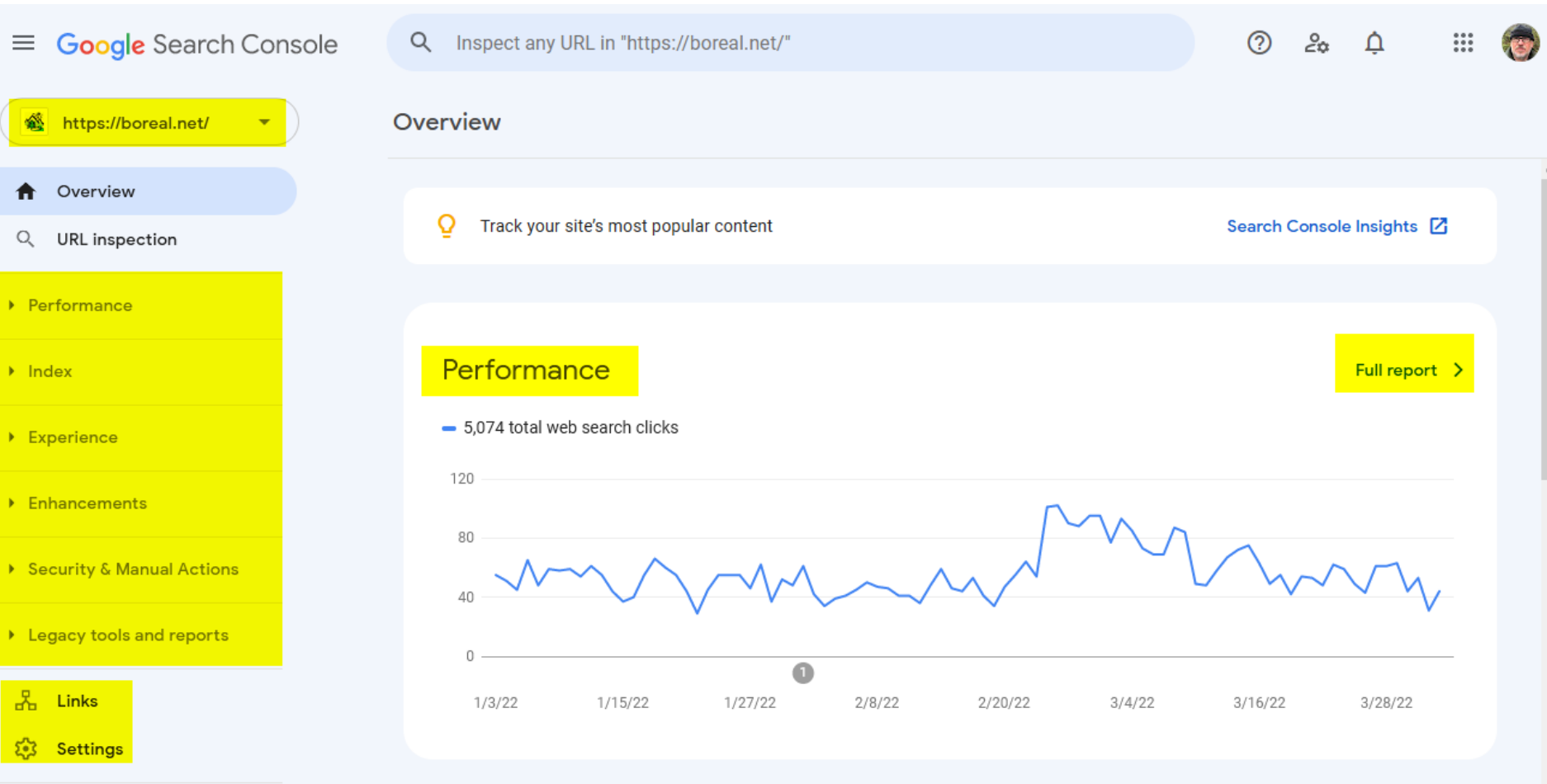
SEO error type	Severity ↓	Page count
Learn how IndexNow boosts site visibility with easy setup.	High	-
Meta descriptions on many of your pages are too short.	Moderate	56

2 rows

Show

# Google Search Console (1)

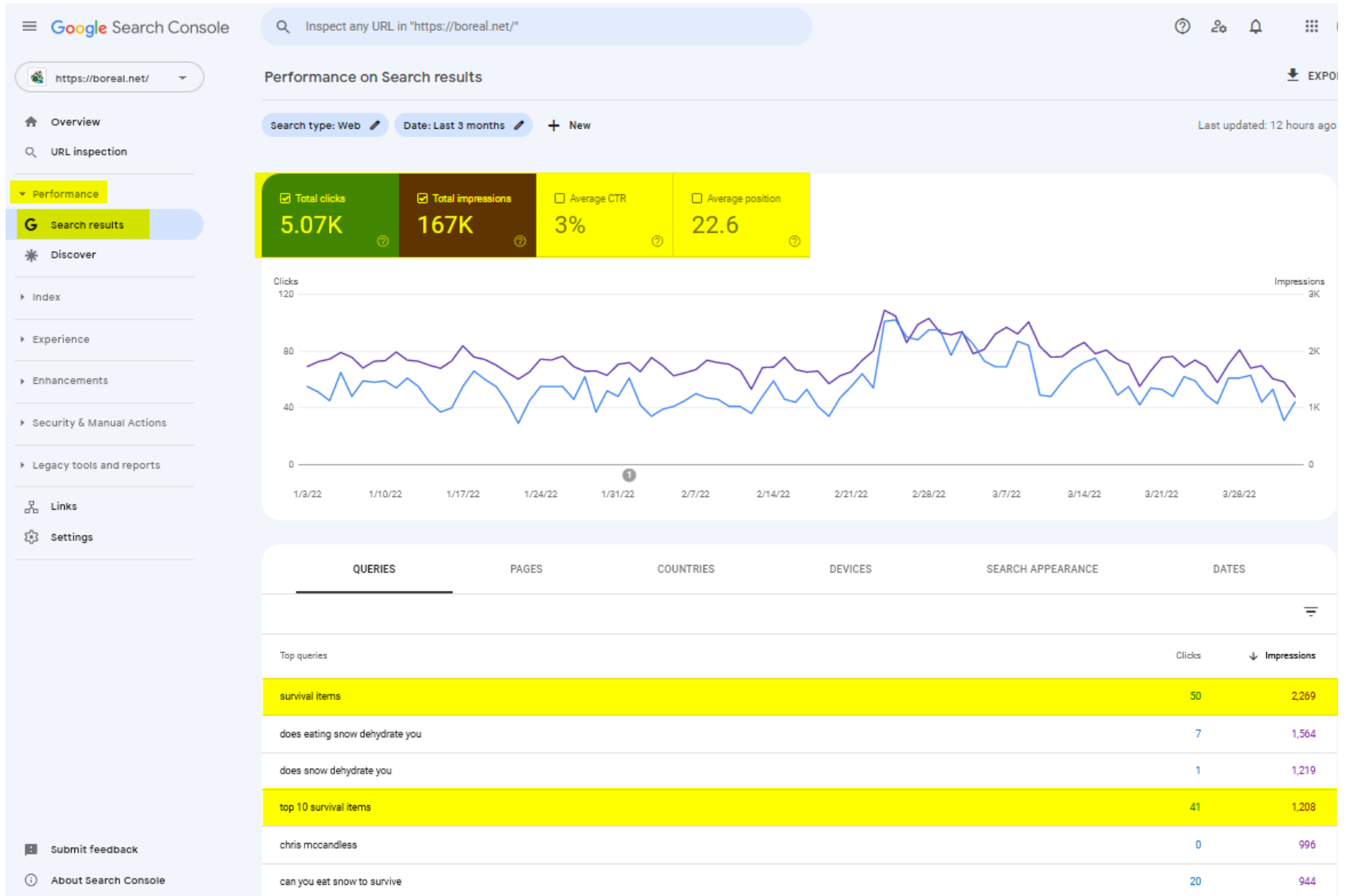
- Google Search Console is Free
- Can be accessed with any Google Account
- Requires a <meta> in the <head> of your Default Page





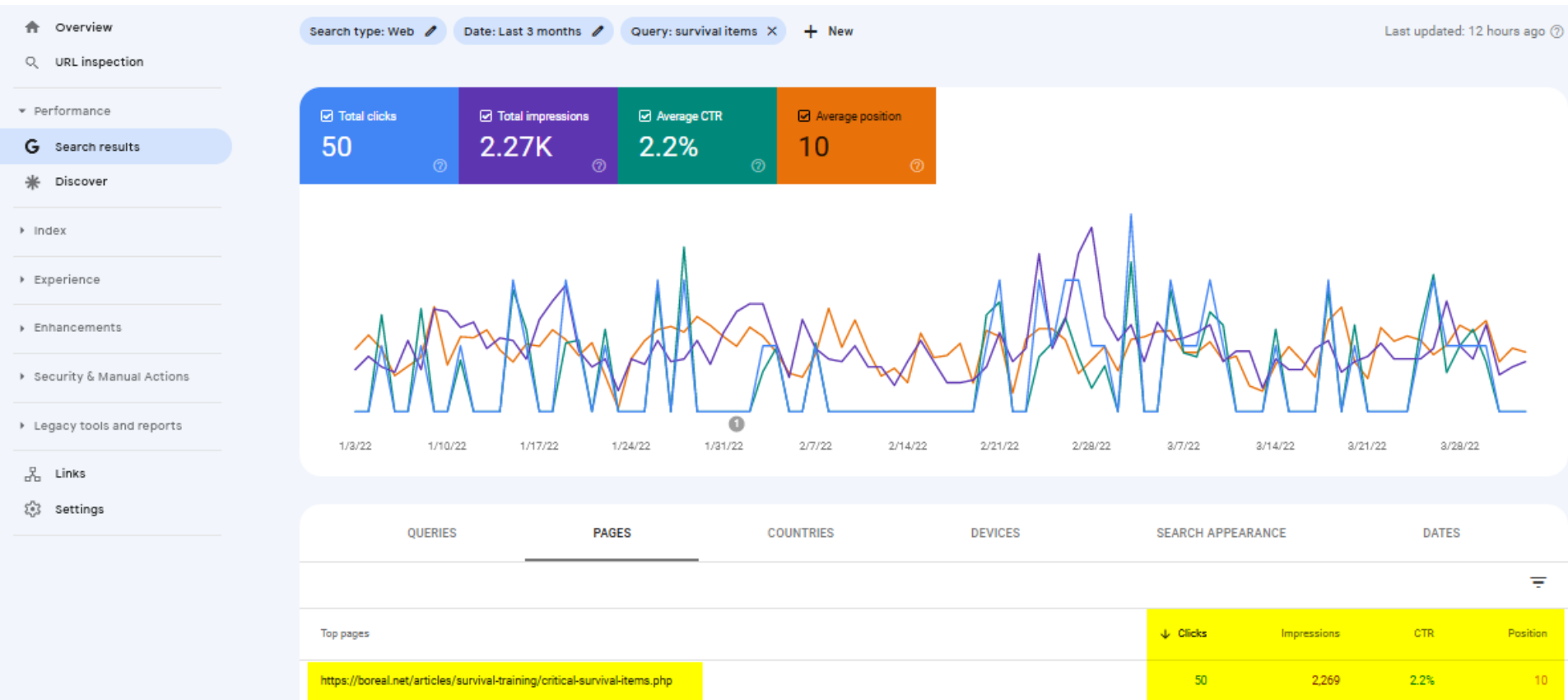
# Google Search Console (2)

- **Performance** Provides a list of **Keyphrase** or **Keywords** with the total Impressions, Clicks & Average Positions on Google



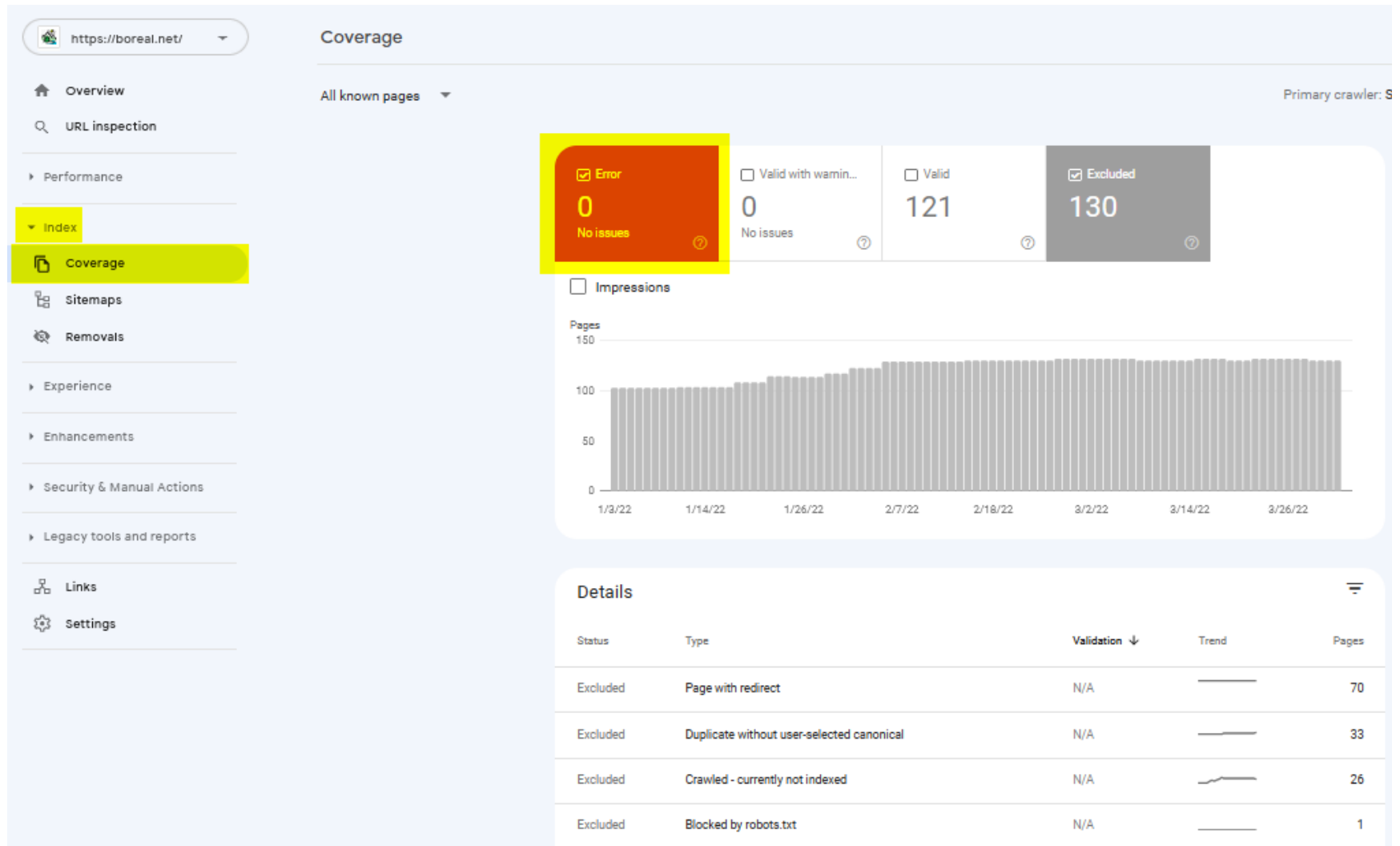
# Google Search Console (3)

- Along with a Breakdown of Individual Pages:



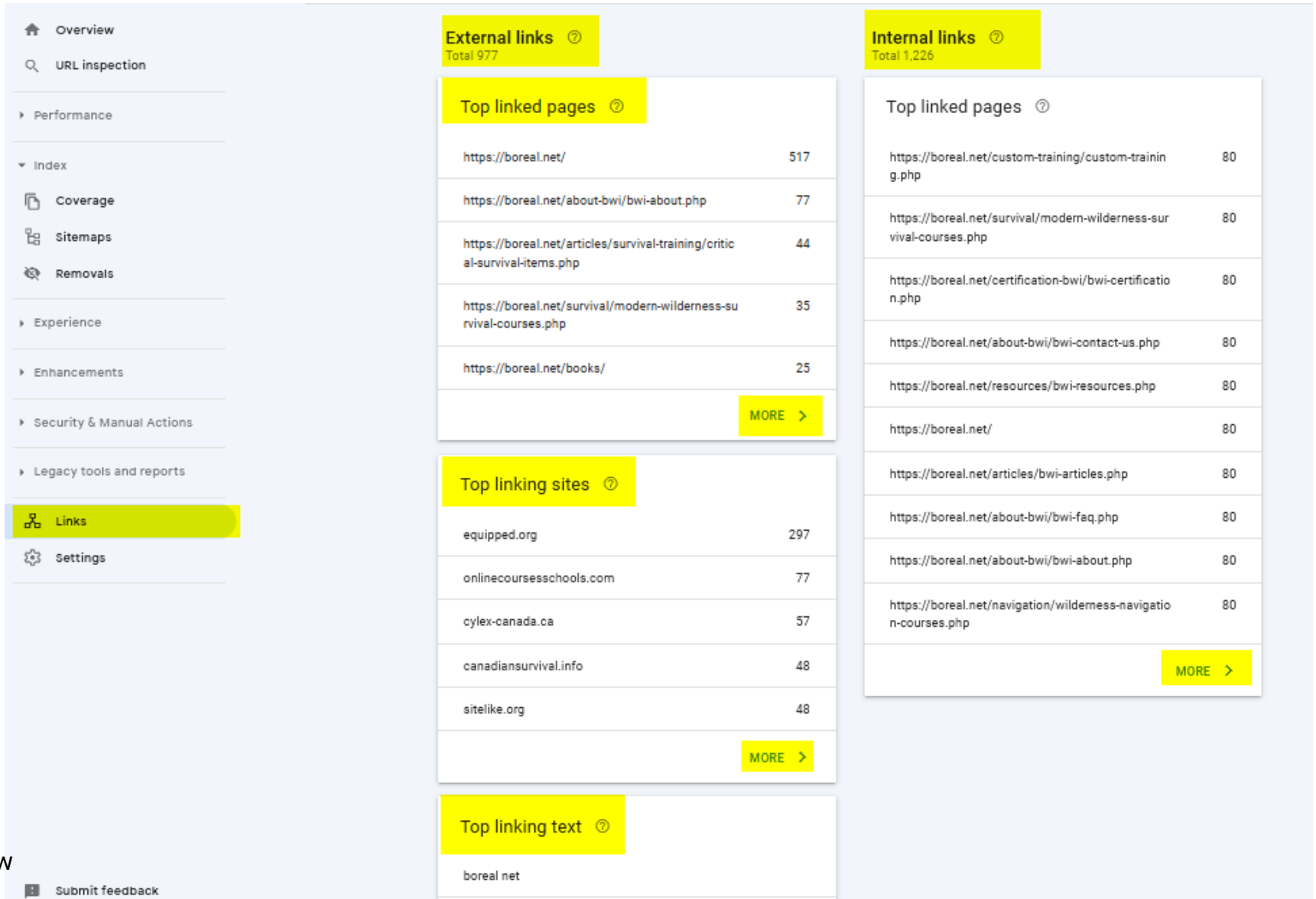
# Google Search Console (4)

- **Coverage** Deal with Pages Index, Excluded or with Error/Warnings



# Google Search Console (5)

- **Links** Provides Details on External and Internal Links to the Site



The screenshot displays the Google Search Console interface, specifically the 'Links' report. The left sidebar contains navigation links: Overview, URL inspection, Performance, Index (Coverage, Sitemaps, Removals), Experience, Enhancements, Security & Manual Actions, Legacy tools and reports, Links (highlighted), and Settings. The main content area is divided into four sections: External links, Internal links, Top linked pages, and Top linking sites. Each section provides a list of links and their associated counts, with a 'MORE' button for each section.

**External links** (Total 977)

**Top linked pages**

URL	Count
<a href="https://boreal.net/">https://boreal.net/</a>	517
<a href="https://boreal.net/about-bwi/bwi-about.php">https://boreal.net/about-bwi/bwi-about.php</a>	77
<a href="https://boreal.net/articles/survival-training/critical-survival-items.php">https://boreal.net/articles/survival-training/critical-survival-items.php</a>	44
<a href="https://boreal.net/survival/modern-wilderness-survival-courses.php">https://boreal.net/survival/modern-wilderness-survival-courses.php</a>	35
<a href="https://boreal.net/books/">https://boreal.net/books/</a>	25

**Internal links** (Total 1,226)

**Top linked pages**

URL	Count
<a href="https://boreal.net/custom-training/custom-training.php">https://boreal.net/custom-training/custom-training.php</a>	80
<a href="https://boreal.net/survival/modern-wilderness-survival-courses.php">https://boreal.net/survival/modern-wilderness-survival-courses.php</a>	80
<a href="https://boreal.net/certification-bwi/bwi-certification.php">https://boreal.net/certification-bwi/bwi-certification.php</a>	80
<a href="https://boreal.net/about-bwi/bwi-contact-us.php">https://boreal.net/about-bwi/bwi-contact-us.php</a>	80
<a href="https://boreal.net/resources/bwi-resources.php">https://boreal.net/resources/bwi-resources.php</a>	80
<a href="https://boreal.net/">https://boreal.net/</a>	80
<a href="https://boreal.net/articles/bwi-articles.php">https://boreal.net/articles/bwi-articles.php</a>	80
<a href="https://boreal.net/about-bwi/bwi-faq.php">https://boreal.net/about-bwi/bwi-faq.php</a>	80
<a href="https://boreal.net/about-bwi/bwi-about.php">https://boreal.net/about-bwi/bwi-about.php</a>	80
<a href="https://boreal.net/navigation/wilderness-navigation-courses.php">https://boreal.net/navigation/wilderness-navigation-courses.php</a>	80

**Top linking sites**

Domain	Count
<a href="https://equipped.org">equipped.org</a>	297
<a href="https://onlinecoursesschools.com">onlinecoursesschools.com</a>	77
<a href="https://cylex-canada.ca">cylex-canada.ca</a>	57
<a href="https://canadiansurvival.info">canadiansurvival.info</a>	48
<a href="https://sitelike.org">sitelike.org</a>	48

**Top linking text**

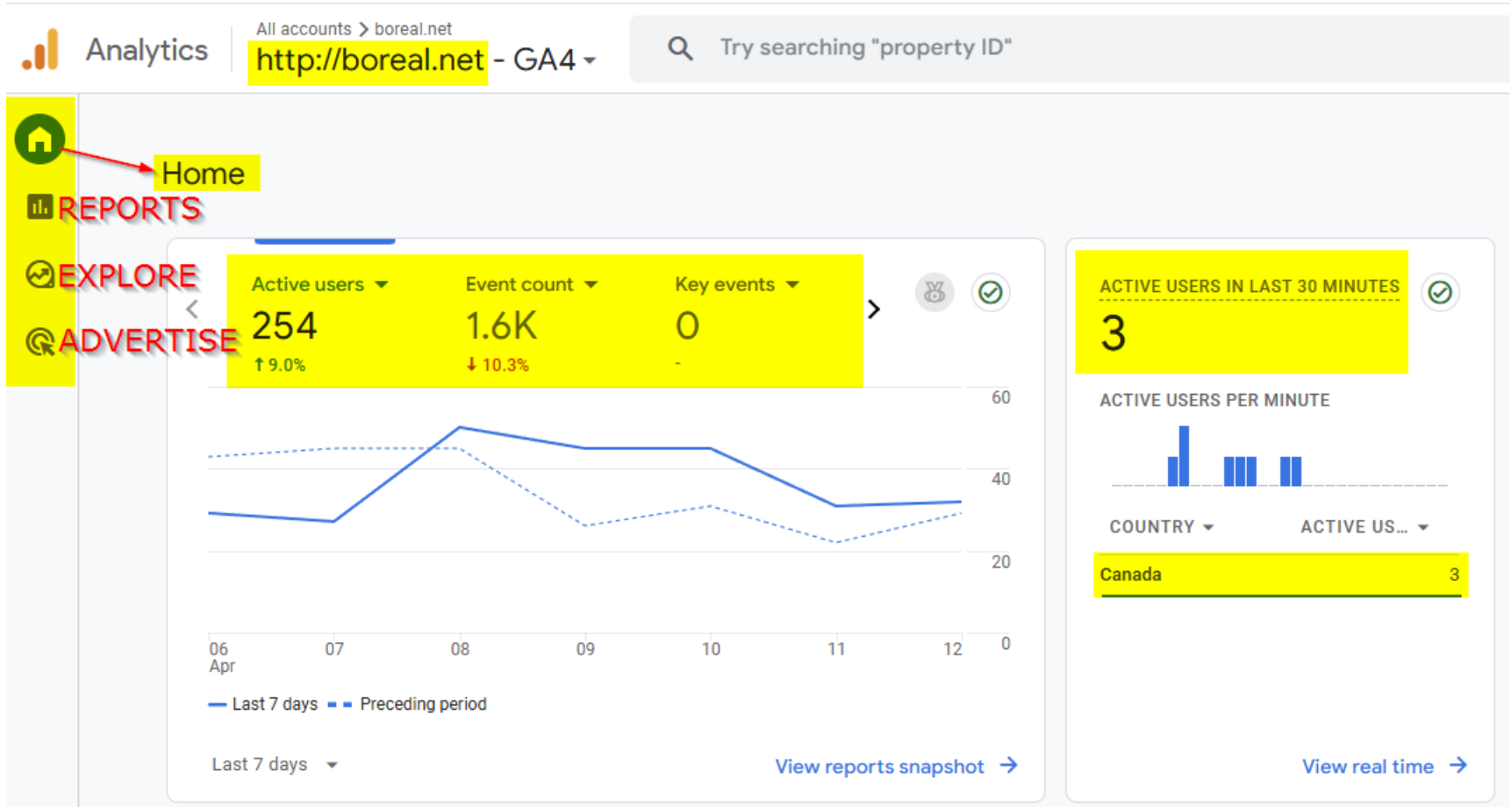
Text	Count
boreal net	1

Show

# **True Analytics Programmes**

# Google Analytics (1)

- Google Analytics (GA4) is free and can be accessed with a Google Account
- Requires a JavaScript link on the bottom of each page (100K+)



# GA4 Analytics

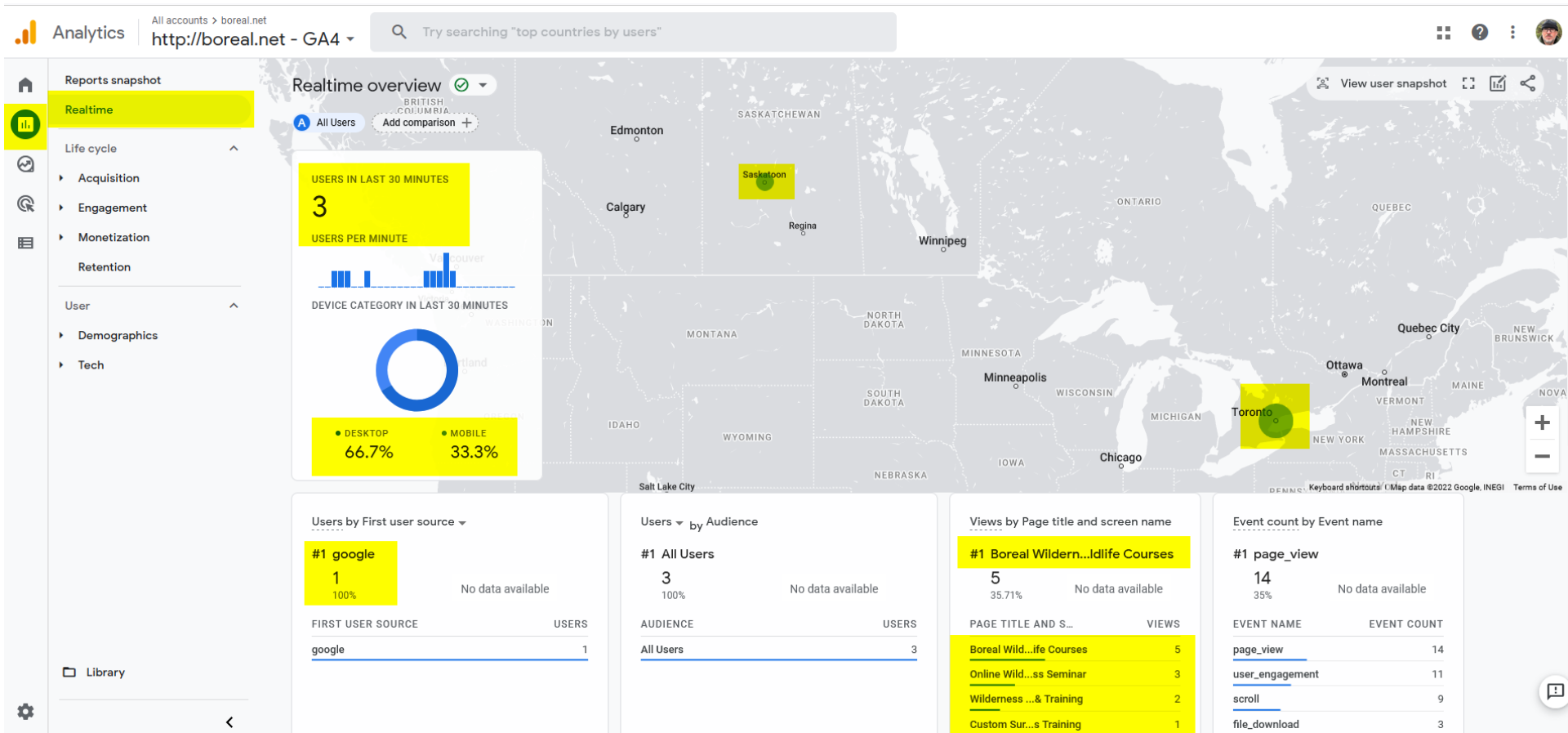
- Google Analytics 4 (GA4) is Google's new Analytics
- Warning Running GA4 and Universal Analytics each requires a JavaScript (i.e. 100+ Kb's of Data each)

## **Why a New Analytics?**

- We are much more privacy-centric today.
- GA4 has been designed to work without cookies.
- GA4 uses machine learning and statistical modelling to fill in gaps in its data.

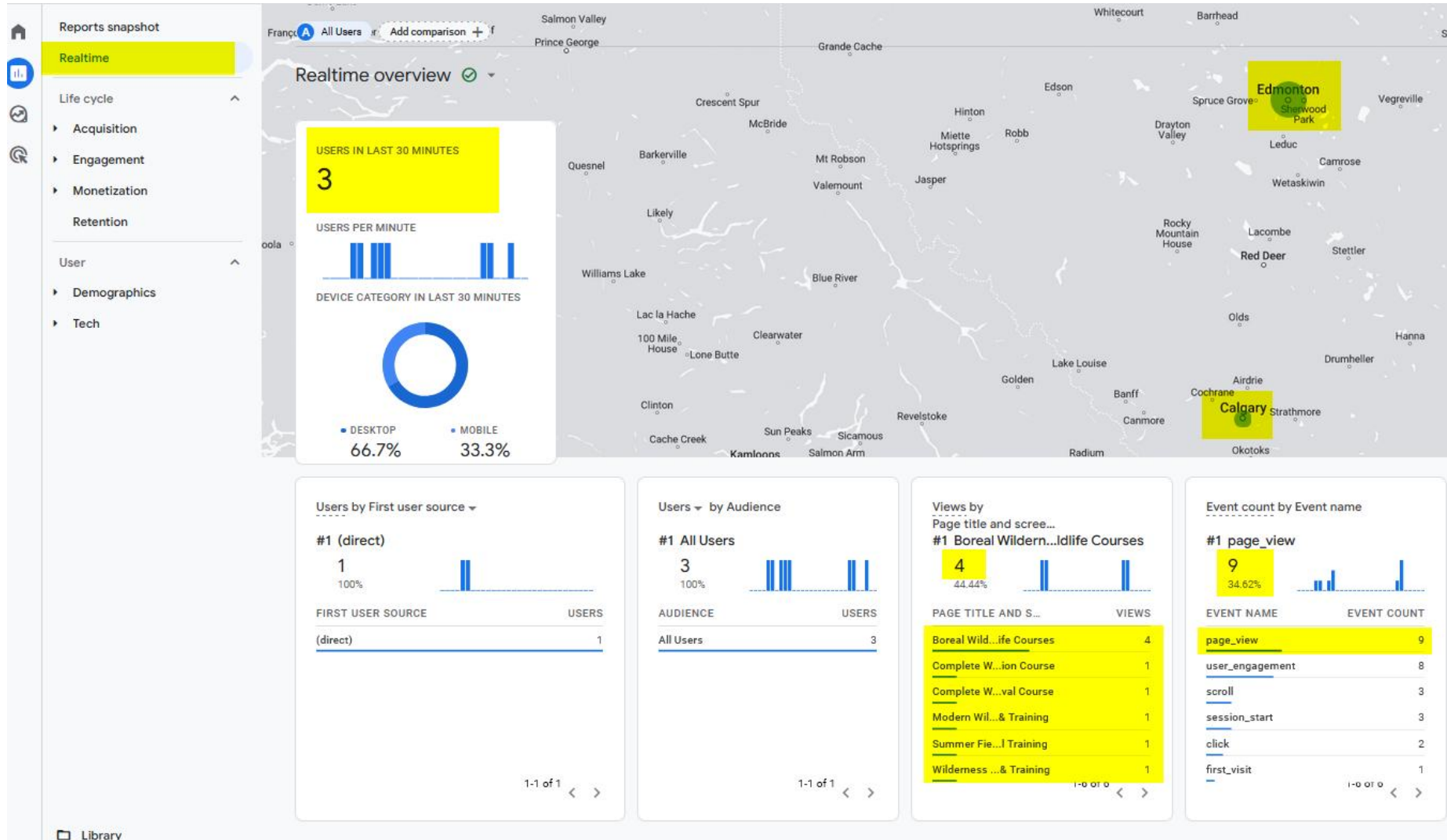
# Google Analytics (2)

- **Real Time** Tab allows you to monitor what your TA is really doing on your site





# Real Time Results Change



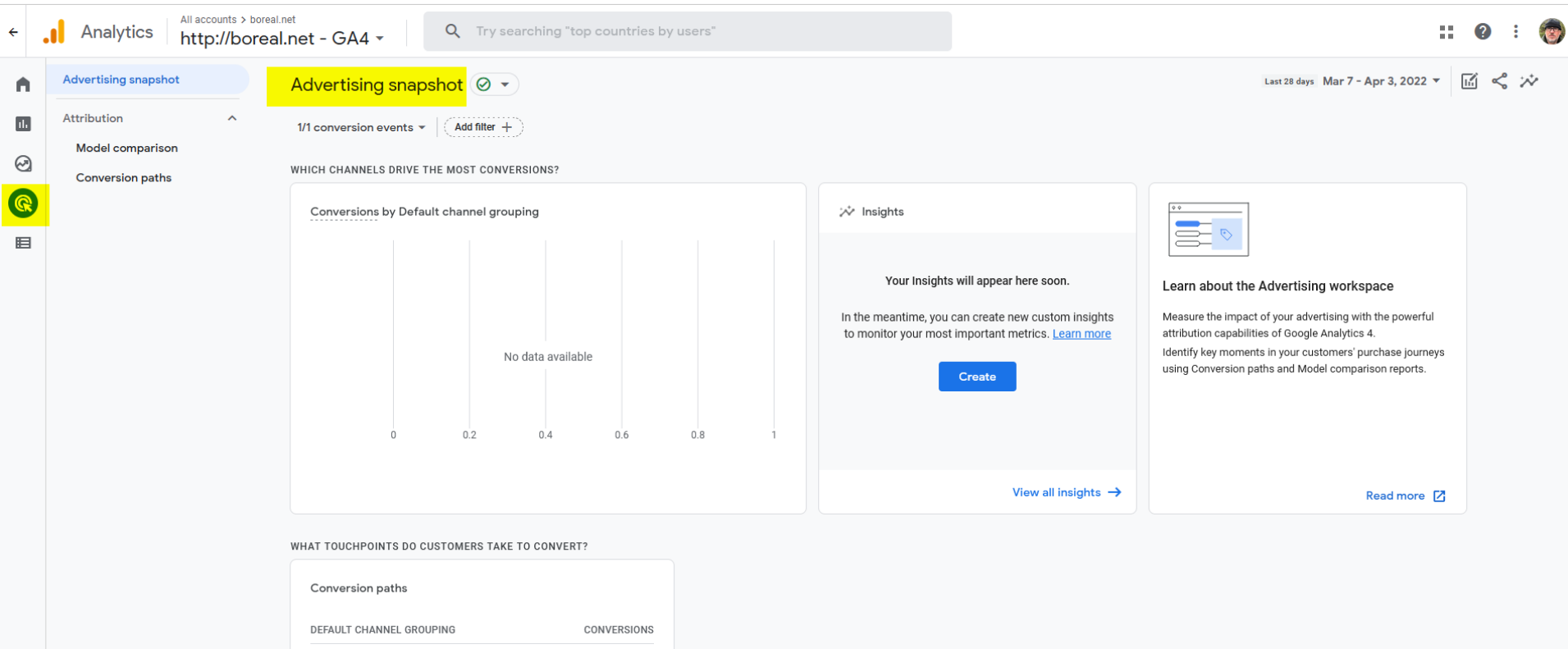
# Google Analytics (3)

- **Explore** Screen

The screenshot shows the Google Analytics Explore screen. At the top, the header includes the Google Analytics logo, the text "Analytics", and the account information "All accounts > boreal.net" and "http://boreal.net - GA4". A search bar on the right contains the text "Try searching 'top countries by users'". On the left side, there is a vertical navigation bar with icons for Home, Reports, Explore (highlighted in yellow), Alerts, and Library. The main content area is titled "Explorations" in a yellow box. Below this, there is a section "Start a new exploration" with four options: "Blank" (Create a new exploration), "Free form" (What insights can you uncover with custom charts and tables?), "Funnel exploration" (What user journeys can you analyze, segment, and breakdown with multi-step funnels?), and "Path exploration" (What user journeys can you uncover with tree graphs?). To the right of the "Path exploration" option is a "Template gallery" link. At the bottom right, there is a search icon.

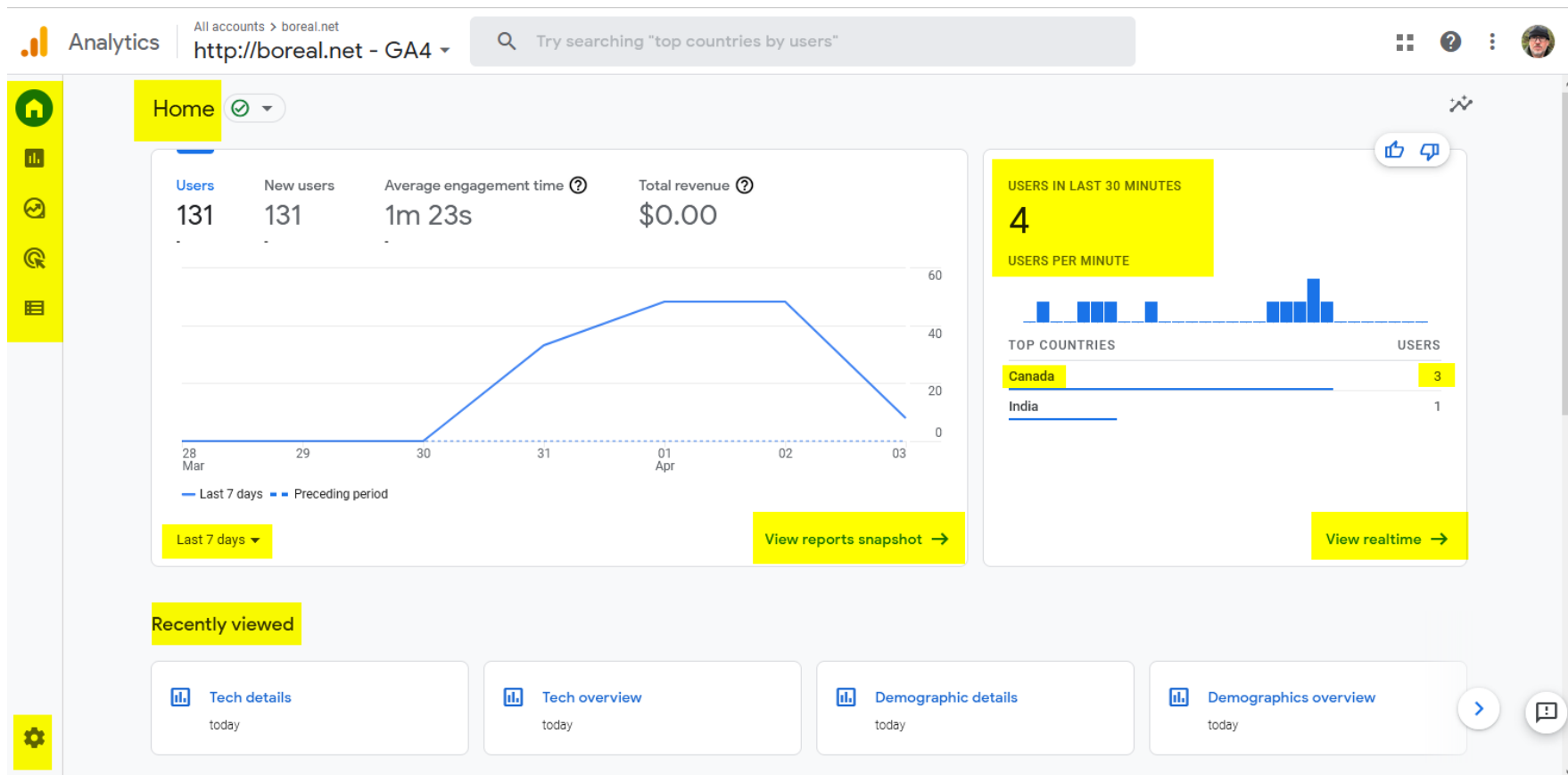
# Google Analytics (4)

- **Advertising** Tab



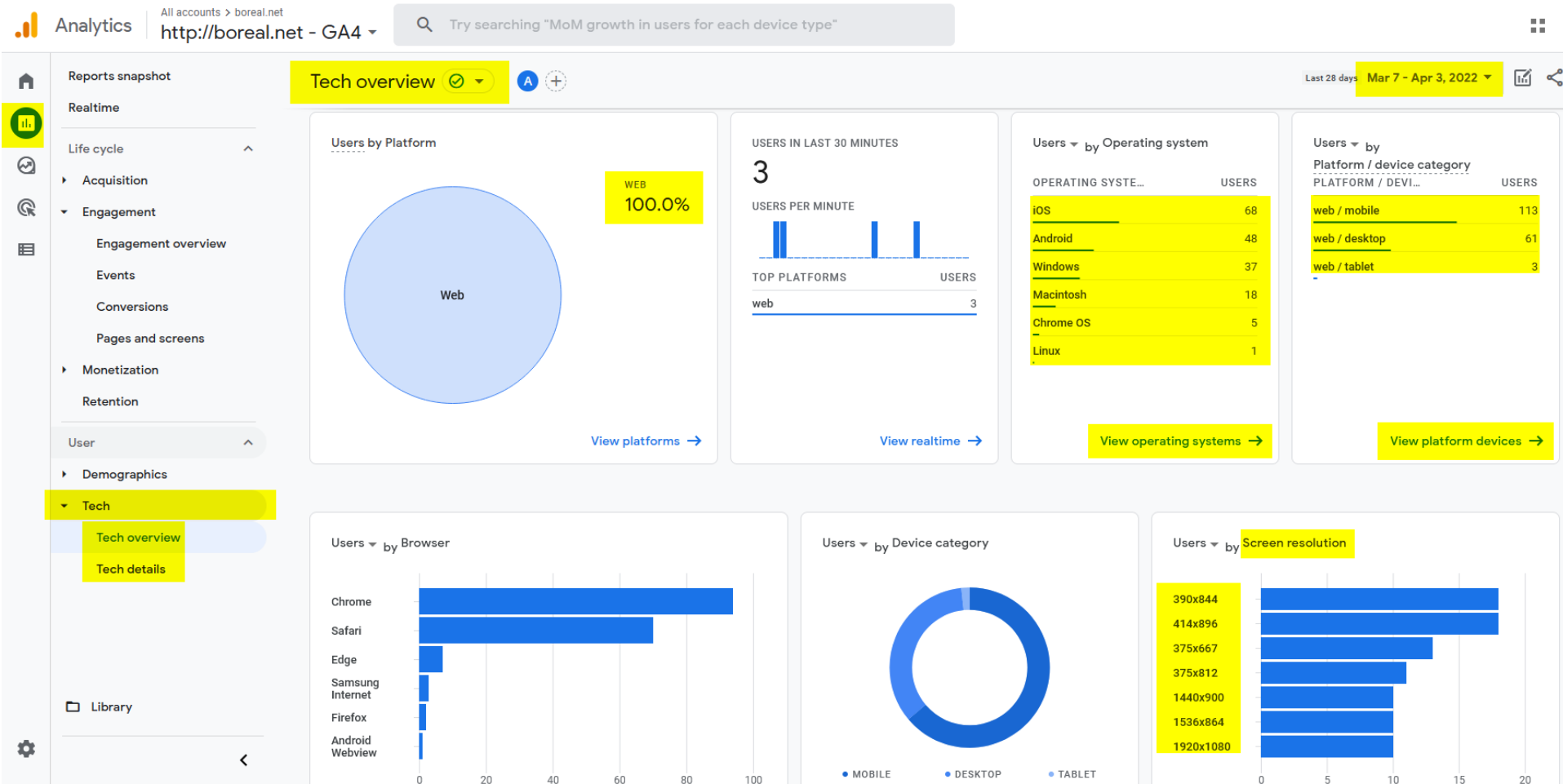
# Google Analytics (5)

- All Data can only be retained over the Short-Term
- Most 30-days rest 90-days
- Default View is Last 7-Days

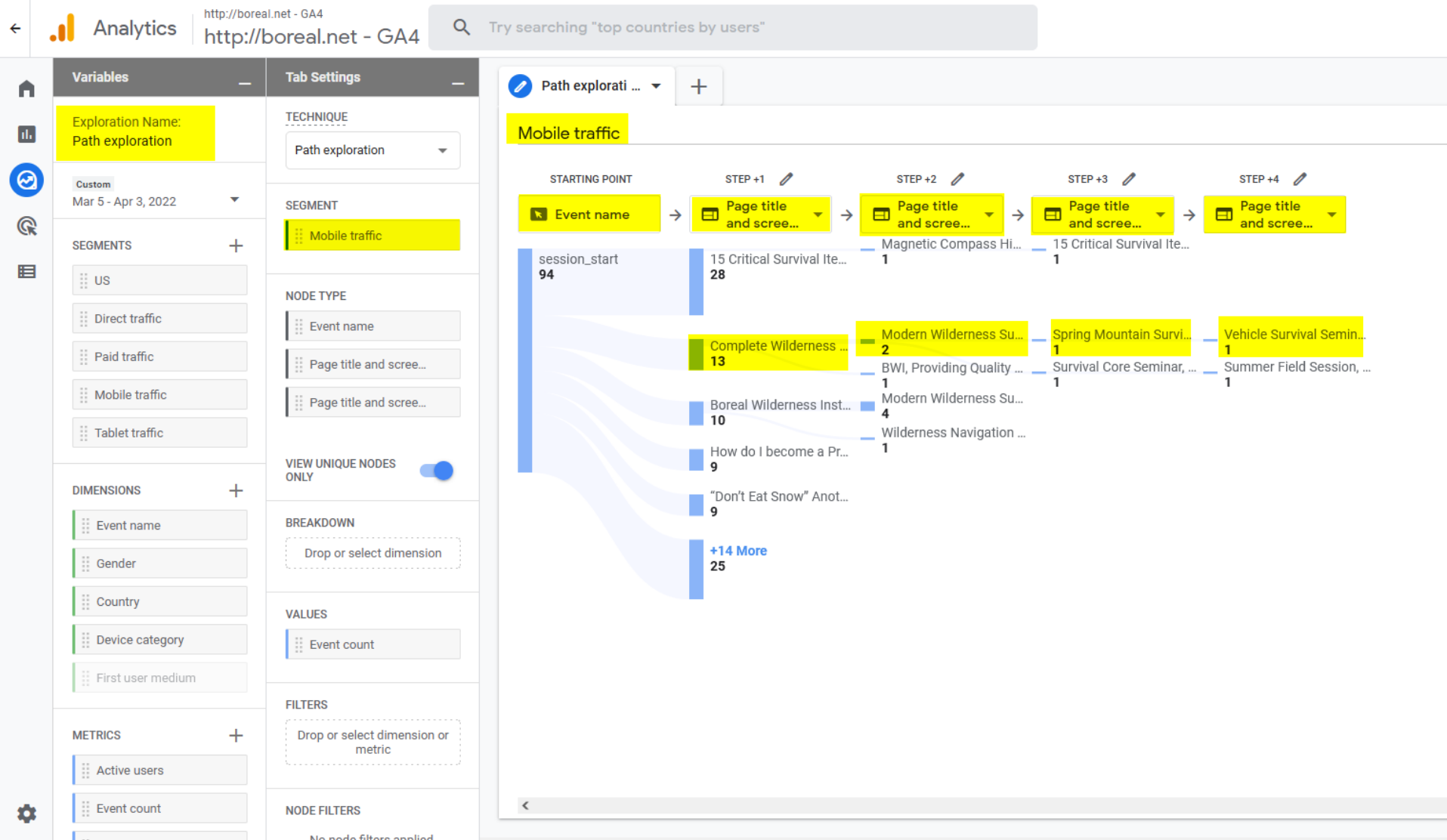


# Analytics User Stats (1)

- Google Analytics will provide a large amount of user data about Browsers, Screen Size, OS & Device



# Analytics User Flow (1)



# Setting Up GA4 Analytics

Analytics | All accounts ▾

ADMIN USER

Property [+ Create Property](#)

http://boreal.net - GA4 (309368565)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams**
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests
- PRODUCT LINKS
  - Google Ads Links
  - Ad Manager Links
  - BigQuery Links

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks + 3 more

**Tagging Instructions**

Use one of the following to start collecting data.

[Add new on-page tag](#) [Use existing on-page tag](#)

**Global site tag (gtag.js)** Use this if you're using a website builder or CMS-hosted site. Add the Analytics tag to your website to begin seeing data in your property.

Copy the global site tag into the **<head>** section of your HTML. Or, if you use a website builder (such as GoDaddy, Shopify, or others), tag your website using [these instructions](#).

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXX-XXXX"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-XXXX-XXXX');
</script>
```

**Google Tag Manager**  
Add and maintain tags through a web interface to send data to Google Analytics, as well as other Google and non-Google tools.

**Additional Settings**

- Connected Site Tags**  
Load tags for additional properties or products using this stream's on-page global site tag. [Learn more](#) 0 connected >
- Measurement Protocol API secrets** BETA  
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#) >
- More Tagging Settings**  
Configure client-side tagging behavior, including cross-domain linking, internal traffic, and event modifications >

# CONTENT STRATEGY & MANAGEMENT

---

“Our Websites are in Need of Professional Help!”



**...silently (we) come to the conclusion  
that content (on the web) is really  
somebody else's problem...the people  
who make Websites, shouldn't have to  
worry about it...(therefore) Web  
Content is, for the most part, Crap?**

**Kristina Halvorson  
(Content Strategy for the Web)**

# Content Strategy

- **Content should be available as the site is designed, not supplied as an afterthought**
- **You Need to Understand What Content a Website Really Needs**
- Site should be Driven and developed for its Content
- Before starting to create new content for a site; conduct an audit to see what content already exists
- Create only Content your **TA** will really read/use
- **Prioritize Content Creation**

# Content Management

- Who is in Charge of Site Content?
- **Who is Involved in Content Evolution?**
  1. Writers (What is Written)
  2. Editors (How its Edited)
  3. Marketing (What is Said/Not Said)
  4. Designers (What it Looks Like)
  5. CMS, Developers & Programmers (How its Delivered)
- Content Ownership must be Clear
- Continually Reviewed, Revision, Archived or Removed Content
- **Less Content is Easier to Manage**, More User Friendly & Cost Less to Create
- **Create 1-Set of Content & Publish it Everywhere**
- **Ruthlessly Preen Content Down to the Most Necessary Elements**

# Do We Need a CMS?

“Trying to fix an organization’s content problems by installing a **Content Management System (CMS)** is like trying to save a marriage by booking a holiday.”

- Jonathan Kahn

“We know that a successful web project needs a **Content Strategy** — but when it comes to the CMS, we stop thinking strategically. Despite all the talk about user-centered design, we rarely consider the user experience of the editorial team—the people who implement the content strategy. We don’t design a CMS, we install it.”

- Jonathan Kahn

# Role of a CMS

- **Content Management System (CMS) is just a Tool** to help you to deliver and manage your web based content
- Do Not let the CMS overcome the Business Objectives of the website or the guidelines of web design
- No CMS is Ready “Out of the Box” to manage your Content
- **Do Not Shoehorn Content**
- Change the CMS to make it work for the specific website
- **Content Created for Publication in Print Should Always be Reedited for Publication on the Web** (& Vice Versa)

# Site Level Guidelines

- Only Deliver Content that your **Target Audience** Wants
- Specifically Focus Your Content
- Content Should Change & Evolve Regularly
- Deliver a Consistent Brand Message
- Remember that the Website is not alone, Stay Consistent  
[Social Media, e-mail, Landing Pages, Press Releases, etc.]
- **All Web Content Must be Written for the Screen!**
- Web Content MUST Support:
  1. **Key Business Objective**
  2. **Help User/Customer in Completing a Task or Provide Information**
  3. **Only Content Your User Needs Now**

# Page Level Guidelines

- Decide the **Objectives of a Page** before you start to write any of the text for the page
- Write the Page specifically for the **Target Audience**
- Ensure each page contains a **Call to Action**

## Content Guidelines for each Page

Intended Audience

Primary Message

Audience Specific Message

Purpose of Page

Secondary Message(s)

Style and Tone

# Content Strategist's Toolbox

## 1. Good Listening Skills:

- Build a Relationship with Stakeholders
- Understand How Your Client is Thinking
- Understand How Your Client Works
- Discover What Your Users/TA/Clients Really Want from their Website!

## 2. Visual Mock-Ups:

- Whiteboard or Flipchart & Lots of Pens
- Let Everyone Participate, i.e. Get Physical (Write, Point, etc.)
- Reduces Misinterpretation
- Achieves Clarity
- Allows Time to Look at each Area of the Website
- Everyone Understands Better What Should be Built



### 3. Card Sorting:

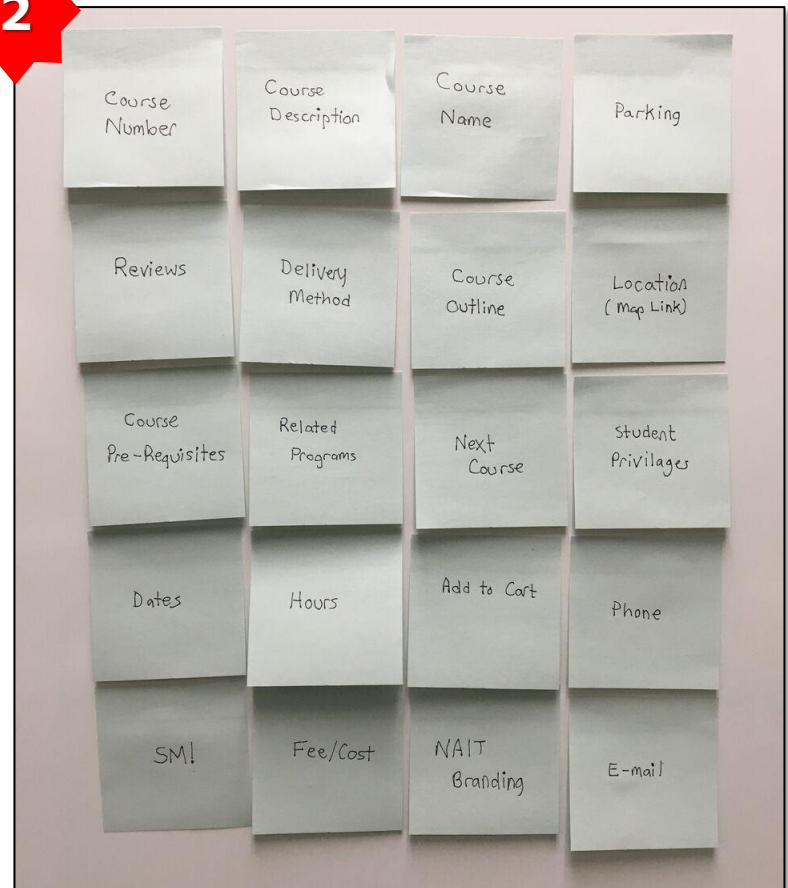
Define the Question or Site Criteria then:

1. Participants Gets a **Sharpie** & **Pad of Post-it Notes**
2. Brainstorm as Many Ideas as Possible, 1 per Note

1

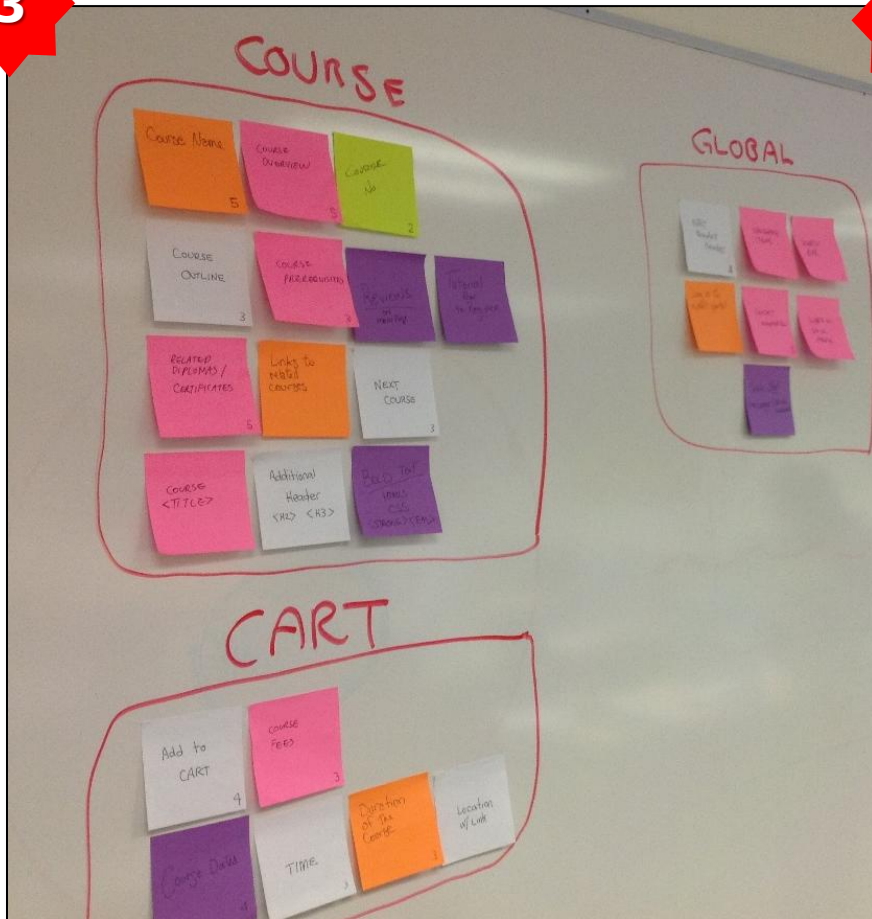


2

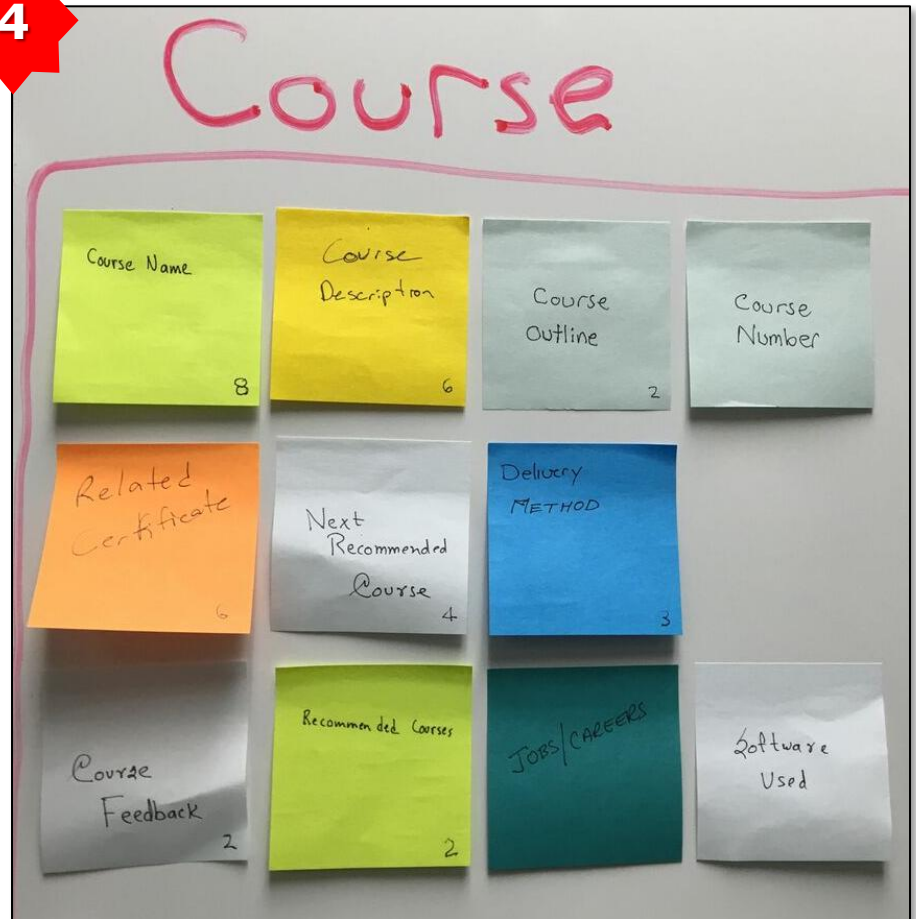


3. Place on Board, Remove & Mark Duplicates
4. Them Sort & Group Visually

3



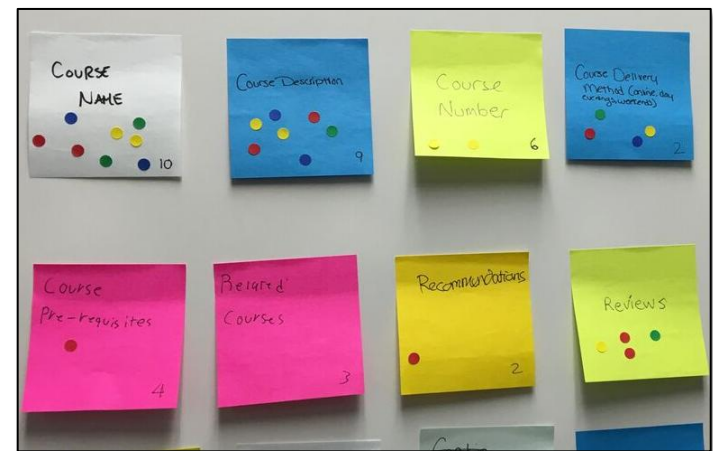
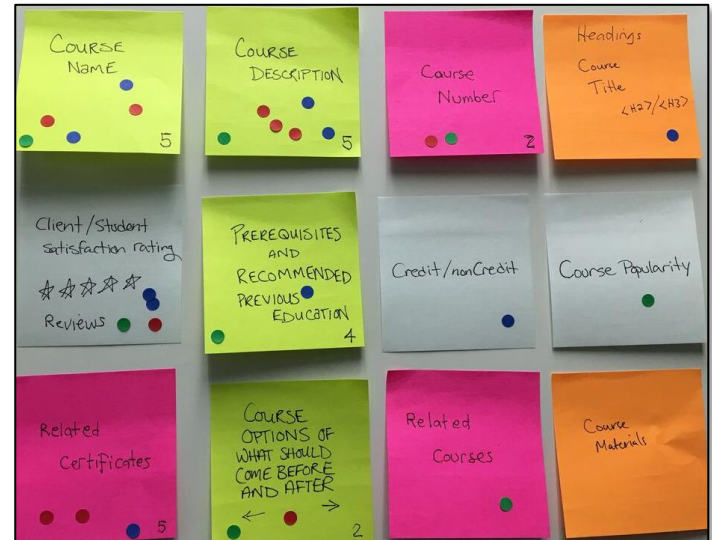
4



# 4. Dot Voting:

1. Participants Gets **6 Dots to Vote** for Setting Priorities
2. Regroup to Allow Dots to Help set Integration/Construction Priorities

2



# WRITING FOR THE WEB

---

“Keeping it Brief”





**Lewis Carroll**  
(from Alice In Wonderland)

Image Source  
John Tenniel (1894)

“Web Copy is Still, for the Most Part,  
being Written in Much-less-than-Ideal  
Circumstances by People who Aren’t  
Writers & Don’t have Anytime”

**Erin Kissane**

(A List Apart Article)

# Why Write Differently for the Web?

- **We Read 25% Slower on the Web**
- 79% Scan Left-Right while Reading on Screen
- 21% Read Word-for-Word while Reading on Screen
- Mean Reading Level in North America is 8<sup>th</sup> Grade
- You have a Maximum of 10 Seconds to get your message across to your Web Readers

# Why Write for Your Target Audience?

- Web Readers only Read after they are sure that the Content is Actually Relevant
- Web Readers are:
  1. **VERY IMPATIENT!**
  2. **Sceptical**
  3. **Focus on “Just-in-Time” Learning**



# What is Web Writing

- Providing Useful, Usable Content Specifically Intended for Delivery on the Web
- Ensure that your Content Matches your **Target Audiences** Vocabulary, Grammar and Habits
- Write in Natural Language
- Written with effective **Keywords** and your **Target Audience** in Mind
- Find the Balance between these Factors
- Written as part of an effective **Content Strategy**

# Web Style Guide (1)

1. Write Short Text (50% of Written)
2. Write Scannable Text
3. **1<sup>st</sup> Three Words** are Most Important
4. **Capitalize 1<sup>st</sup> Word** and Important Keywords
5. Be Specific; Keep **Keywords** down to 6 per Page
6. Remove Unnecessary Repetition
7. Structure for Hypertext  
[**h1 to h6, blockquote, p, strong, em, abbr, b & small** ]
8. Use Many Short Headlines (h2, h3 & h4)
9. Use Quotes "Using the Blockquote Tag"
10. Credible, Clear, Straight Forward Content
11. Target your Message Carefully, 'Distill it Down'

# Web Style Guide (2)

11. Start with the Conclusion i.e. the most important Topic Sentence
12. Short Paragraphs
13. Short Simple Sentences
14. 1 Syllable Angle-Saxon Words: end vs. finish or conclude
15. Content **Above the Fold** is more important than Content Below the Fold
16. Do Not Spell Numbers; "**2 Predictions for SEO**"
17. Use Power Words; i.e. Easy, Free, Grow, Guarantee, Quick, Learn, Now, Receive, Rent, Start, Watch
18. Avoid Weak Words; i.e. maybe, might, perhaps, possibly, try
19. Always Write Using the "**Natural Language of Your TA**"

# Writing & Design Criteria (1)

## HOME PAGE:

- The Home Page must establish credibility with excellently written and compelling copy
- Have a clear call to action within hierarchical headings
- A Few well-chosen Quality Images and a Clear Logo
- Choose your links well to ensure your clients are guided to the proper **Category Page** and/or **Search/Help** Quickly
- Always have a **Contact Link** and **Phone/Address** on the home page

# Writing & Design Criteria (2)

## **CATEGORY PAGES:**

- Category Pages are designed to narrow your customer choices and move them forward to a **Detail Page**
- Limit body copy on these pages, leave it for the Detail Pages
- Exclude all extra information and images
- Crop all images for relevance and meaning
- Clear links to all appropriate Detail Pages

# Writing & Design Criteria (3)

## DETAIL PAGES:

- Detail pages are for one product, service or article
- Focus attention by clearly saying what the page is selling
- Use quality images:
  - If an **item; show it in context**
  - If a **service; show the process or result**
- Have numerous clear descriptive headings (more than just an h1)
- Build a Hierarchy into the page
- Choose Keywords carefully
- Clear route to the **Checkout Page**

# Writing & Design Criteria (4)

## **LANDING PAGES:**

- Landing pages are used to support online ads, e-mail campaigns and affiliate advertising
- The page must perform quickly and provide what the ad promised
- **Clearly written Headlines with a Call to Action.**
- Keep it simple; limit branding, standard site elements and extra details
- If they have questions send them to the appropriate Detail Page
- Clear route to the **Checkout Page**

# Writing & Design Criteria (5)

## USE OF LINKS:

- Build Web Content to include interactivity
- Do Not Over Link
- Write meaningful text for Links, no Click Here
- Match **Link Text** to the **Header Text** @ the Destination Page
- Examples:

I'm not going to go into any more details about reading the Wikipedia page for an

dangerous, scary, and very scary bag...Entire Article

is use of keywords, or is focused on search engine optimization (SEO). The better search engine indexing and ranking.

visitors to get the information they want quickly and efficiently. Efficient and

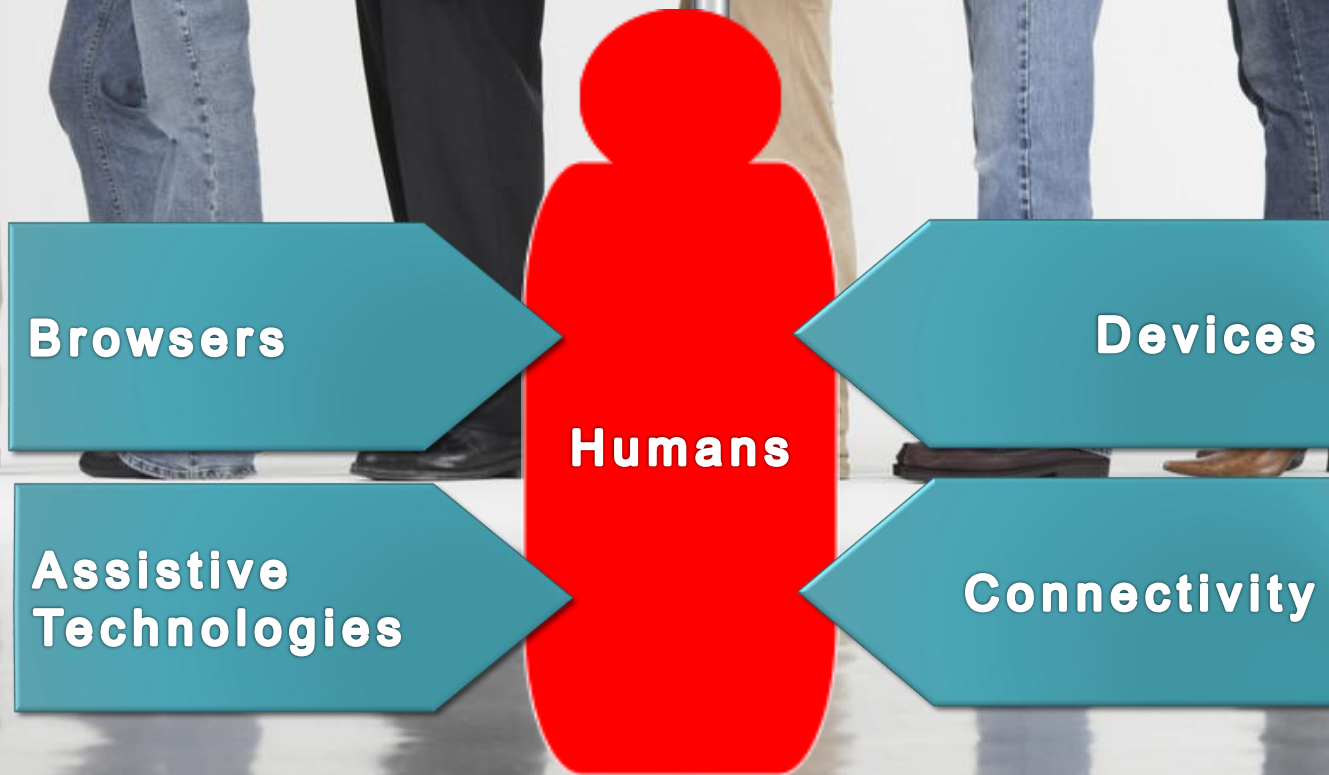


# ACCESSIBILITY

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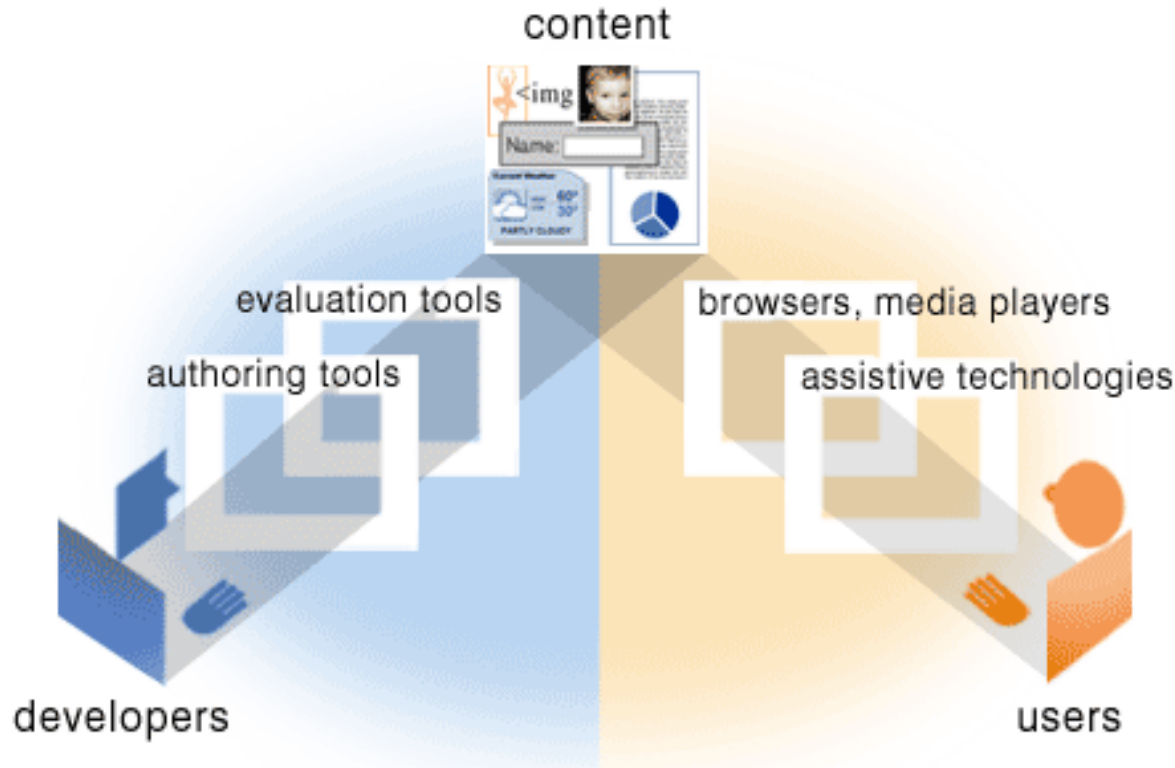
“Reaching your Whole Target Audience”

# Factors that Effect Our Site Access



# How the Components Relate

- Web Developers use Authoring Tools and Evaluation Tools to Create Web Content
- Clients use Web Browsers, Media Players, Helped by Assistive Technologies to Interact with that Web Content



# Who Needs Accessible Websites?

- **10% Individuals in the World have some kind of Disability**
- By 2026 this will be increased in Canada to 16%
- 50% of People make some Adjustment to the Defaults Settings of Windows OS to Properly use their Screens or the OS
- Part of your **Target Audience** might be unable to really use and or understand your site properly



# Web Accessibility Aim to Address

- **Visual**: Including Blindness, Common Types of Low Vision, Poor Eyesight & *Colour Blindness (Male 8%, Females .5%)*
- **Auditory**: Including total Deafness, Hearing Impairments or Individuals who are Hard of Hearing
- **Motor/Mobility**: Including difficulty or inability to use the hands, tremors, muscle slowness, loss of fine muscle control, etc. *Worse with Mobile Touch Targets*
- **Cognitive/Intellectual**: Including *Dyslexia, Low Literacy, English as a 2<sup>nd</sup> Language*, Learning Disabilities, Developmental Disabilities & Cognitive Impairment
- **Seizures**: Reducing the chances of Photoepileptic seizures caused by Visual Strobe or Flashing Effects

# Business Case for Accessibility

- People with Disabilities have \$21 Billion Dollars per year in Spending Power in Canada
- 48% are their Households Principal Shoppers
- 77% Have No Children = Increased Disposable Income

**“CNET.com** Got a 30% Increase  
in Business Referrals from Google  
when it Started Supplying  
Transcripts for their Video  
Presentations”

# Why Build Accessible Websites?

1. Accessible Websites that **Implement Web Standards** are more likely to work across Multiple Devices & Browsers
2. Accessible Websites are more Professional and are generally More Accessible to Everyone
3. Most of the best practices will improve your **SEO Results**
4. Building Accessible Websites serves the important role of promoting a culture of inclusion and therefore will Improve the Standing of your Website in the Community
5. **Required by Law** and it is more costly to do it later

# Applicable Canadian Laws

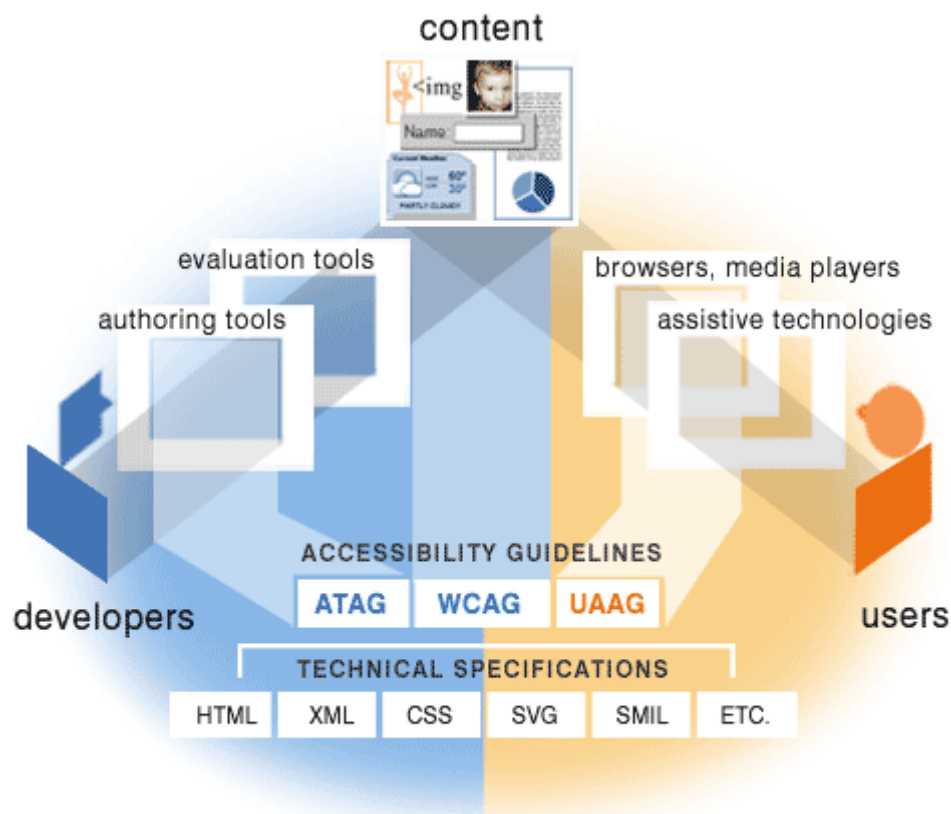
- **Canadian Human Rights Act**, Section #25 - Physical or Mental Disability:
  - Require Employers and Service Providers to Accommodate Special Needs short of Undue Hardship
  - Duty to Accommodate is a Legal Obligation, which has been affirmed and clarified by the courts, including the Supreme Court of Canada
- **Standard of Web Usability for the Government of Canada**, Federal Guidelines:
  - Effects Federal Department, Crown Corporations, & Agencies
  - **These Include Standards for Web Accessibility, Web Usability, Mobile Optimization, & Web Communities for Websites on the Desktop & Mobile Devices**
  - Design Websites to be Compliant with the Standard on Web Accessibility. i.e. **Web Content Accessibility Guidelines (WCAG) 2.1**



# w3c.org Guidelines

W3c Has 3 Main Sets of Guidelines, but only WCAG is Really applicable Web Designers

1. ATAG (Authoring Tool Accessibility Guidelines)
2. UAAG (User Agent Accessibility Guidelines)
3. **WCAG** (Web Content Accessibility Guidelines)



# Web Content Accessibility Guidelines

- **Web Content Accessibility Guidelines (WCAG) 2.1**

[WCAG 2.1 is ISO/IEC 40500]

- **W3C Recommendation 12 December 2024**

- *"...these guidelines will make content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these. Following these guidelines will also often make your Web content more usable to users in general."*

- WCAG 2.1 was an Incremental Advance from 2.0

- These guidelines require that we build a website using four **Principles of Accessibility**; **Perceivable**, **Operable**, **Understandable** & **Robust**.

# **Principle 1: Perceivable**

**Information & User Interface Components  
Must be Presentable to  
Users in Ways they can Perceive**

This means that users must be able to perceive the information being presented (it can't be invisible to all of their senses)

- All non-text content that is presented to the user has a **Text Alternative** that serves the equivalent purpose
- **Audio and Video:**
  - **Audio:** An alternative media is provided that presents equivalent information for audio-only content
  - **Video:** Either an alternative for video or an audio track is provided that presents equivalent information for video-only content
  - **Captions:** are provided for all audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such
- **Color:** Is not used as the only visual means of conveying information
- **Contrast:** *Text and Images of Text has a Contrast Ratio of at least 4.5:1 except Large Text which must have a Contrast Ratio of at least 3:1*
- **Text Resize:** Except for captions and images of text, Text can be Resized without assistive technology up to 200% without loss of content or functionality

# **Principle 2: Operable**

**User Interface Components & Navigation  
must be Operable**

This means that users must be able to operate the interface

The interface cannot require interaction that a user cannot perform

- **Keyboard Accessible**: Make all functionality available from a keyboard
- **Enough Time**: Provide users enough time to read and use content
- **Seizures**: Do not design content in a way that is known to cause seizures i.e. nothing flashes more than 3 Times
- **Navigable**: Provide ways to help users navigate, find content and determine where they are:
  - **Section Headings**: Section headings are used to organize the content
  - **Multiple Ways**: More than one way is available to locate a Web page within a set of Web pages
  - **Link Purpose** (In Context): The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context

# Principle 3: Understandable

**Information & Operation  
of the User Interface  
Must be Understandable**

This means that users must be able to understand the information as well as the operation of the user interface

The content or operation cannot be beyond their understanding

- **Readable**: Make text content readable and understandable:
  - **Reading Level**: Lower secondary education level
  - **Abbreviations**: A mechanism for identifying the expanded form or meaning
- **Predictable**: Make Web pages appear in predictable ways:
  - When any component receives **:focus**, it does not initiate a change of context
  - **Consistent Navigation**: Navigational mechanisms that are repeated on multiple Web pages occur in the same relative order each time they are repeated
- **Input Assistance**: Help users avoid and correct mistakes:
  - **Labels or Instructions**: Labels or instructions are provided when content requires user input
  - **Error Suggestion**: If an input error is automatically detected and suggestions for correction are known, then the suggestions are provided to the user



# Principle 4: Robust

**Content must be Robust Enough  
that it can be Interpreted Reliably  
by a Wide Variety of User Agents,  
including Assistive Technologies**

This means that users must be able to access the content as  
technologies advance

- As Technologies & User Agents Evolve, the content should Remain Accessible, i.e. **Future Friendly**
- **Compatible**: Maximize compatibility with current and future user agents, including assistive technologies
  - **Parsing**: In content implemented using markup languages (i.e. **HTML5**), elements have complete start and end tags, elements are nested according to their specifications, elements do not contain duplicate attributes and any IDs are unique, except where the specifications allow these features
  - **Name, Role, Value**: For all user interface components, the name and role can be programmatically determined; states, properties and values that can be set by the user can be programmatically set; and notification of changes to these items is available to user agents, including assistive technologies
  - Note: This success criterion is primarily for Web Authors as standard HTML5 controls already meet this success criterion when used according to specification

# WAI-ARIA

- **Accessible Rich Internet Applications (WAI-ARIA) 1.2**
- **W3C Recommendation 6 June 2023**
- *"Accessibility of web content requires semantic information about widgets, structures, and behaviors, in order to allow assistive technologies to convey appropriate information to persons with disabilities. This specification provides an ontology of roles, states, and properties that define accessible user interface elements and can be used to improve the accessibility and interoperability of web content and applications. These semantics are designed to allow an author to properly convey user interface behaviours and structural information to assistive technologies in document-level markup."*

# WAI-ARIA Roles

- WAI-ARIA Specifications Define a large number of available roles broken down into a number of groupings
- Role is added to an area within page by using **role=""** attribute
- i.e. **<nav role="navigation">**
- This is **NOT NEEDED** if you use **<header>**, **<main>** and **<footer>** **Correctly**

HTML5 Tag	Possible WAI-ARIA Roles
<header>	banner (Only once on Page)
<main>	main (Only once on Page)
<footer>	navigation
<nav>	navigation
<article>	article
<aside>	complementary, note, search
<section>	main, region, contentinfo
<div>	main, region, contentinfo, search
<form>	form

A photograph of Sir Tim Berners-Lee, a middle-aged man with thinning brown hair, wearing a dark suit and a light blue shirt. He is gesturing with his right hand near his chin while speaking. The background is slightly out of focus, showing a large sign that reads 'REWIRESTATE' in blue capital letters. Overlaid on the image are two quotes in large, bold, red text.

**“The Power of the Web is in its  
Universality”**

**“Access by Everyone  
Regardless of Disability is an  
Essential Aspect”**

**Sir Tim Berners-Lee**

W3C Director and  
Inventor of the World Wide Web

# Best Practices

## Basic Page Structure

- Use Headers and Proper HTML5 Structural Markup
- Give HTML5 Structural Markup WAI-ARIA roles
- Use **abbr** tag for all Abbreviations (Once per Page)
- Use special characters

## Images and Other Objects

- Use **alt=""** and **title=""** for all Images & Multimedia Elements (Maximum 150 Characters)
- Use **longdesc=""** if necessary to properly describe a picture or other multimedia element (Over 150 Characters)

## Navigation

- Use text for all links and add a **title=""** to all Links
- Use **:hover** & **:focus** on Links and within forms

## Check Contrast & Colour

- Ensure you uses proper tools to check both these elements

# Google Lighthouse

web.dev/measure



## Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

### Additional items to manually check (10)

Show

These items address areas which an automated testing tool cannot cover. Learn more in our guide on [conducting an accessibility review](#).

### Passed audits (17)

Hide

- `[aria-*]` attributes match their roles
- `[aria-hidden="true"]` is not present on the document `<body>`
- `[role]`s have all required `[aria-*]` attributes
- `[role]` values are valid
- `[aria-*]` attributes have valid values
- `[aria-*]` attributes are valid and not misspelled
- ARIA IDs are unique
- Image elements have `[alt]` attributes
- `[user-scalable="no"]` is not used in the `<meta name="viewport">` element and the `[maximum-scale]` attribute is not less than 5.
- The page contains a heading, skip link, or landmark region
- Background and foreground colors have a sufficient contrast ratio
- Document has a `<title>` element
- `<html>` element has a `[lang]` attribute
- `<html>` element has a valid value for its `[lang]` attribute
- Links have a discernible name
- `[lang]` attributes have a valid value
- Heading elements appear in a sequentially-descending order

Show Links + Add WAVE Extension  
to Firefox or Chrome + Accessibility Exercise

# WEB COLOUR THEORY

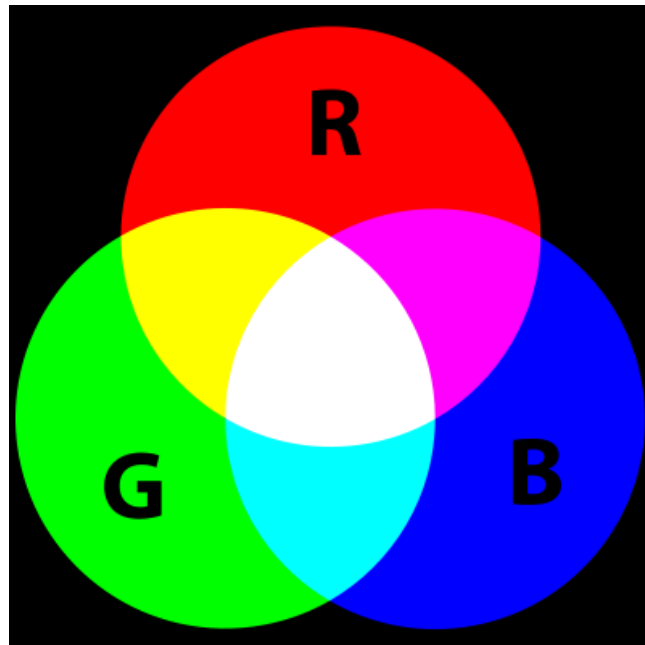
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*“Viewing the Web through Rose Coloured Glasses”*

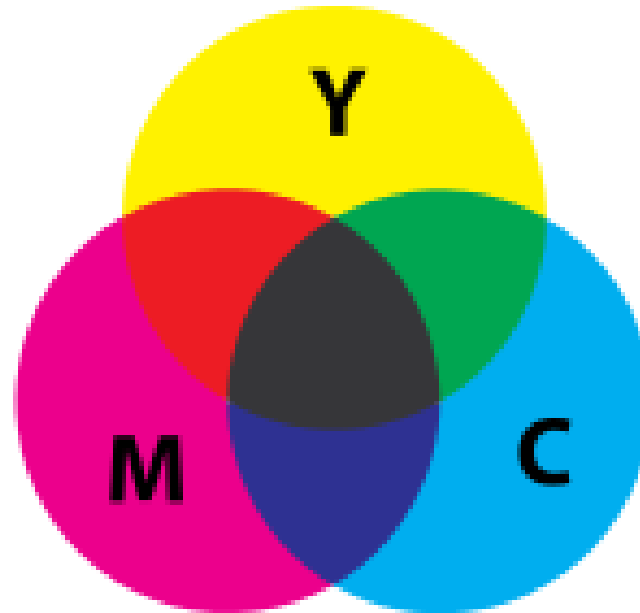


# How Does Colour Work?

- Behavior of Light Mixing is called Additive Colour
- Behavior of Paint, Ink or Dye Mixing is called Subtractive Colour
- Screens Use Light, therefore Additive Colour
  - They have 3 **Primary Colours** (**Red**, **Green**, **Blue**)
  - Created by Mixing the 3 Primary Colours
  - Remember the **rgb(x,x,x)** Format for Colour on the Web
  - Black **rgb(0,0,0)** & White **rgb(255,255,255)**



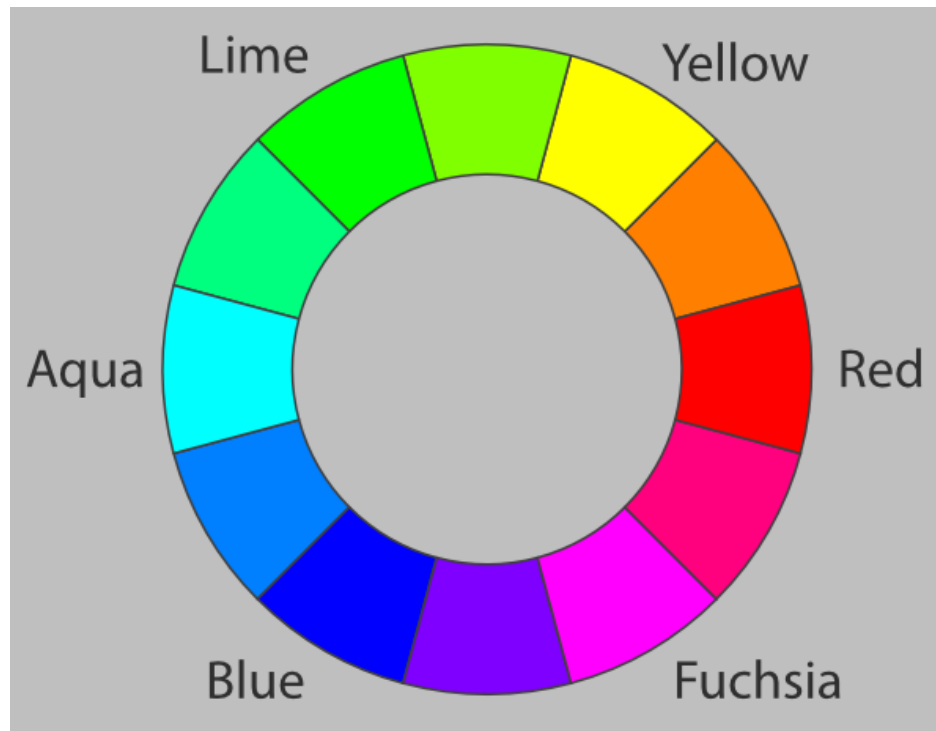
**Additive Colour**



**Subtractive Colour**

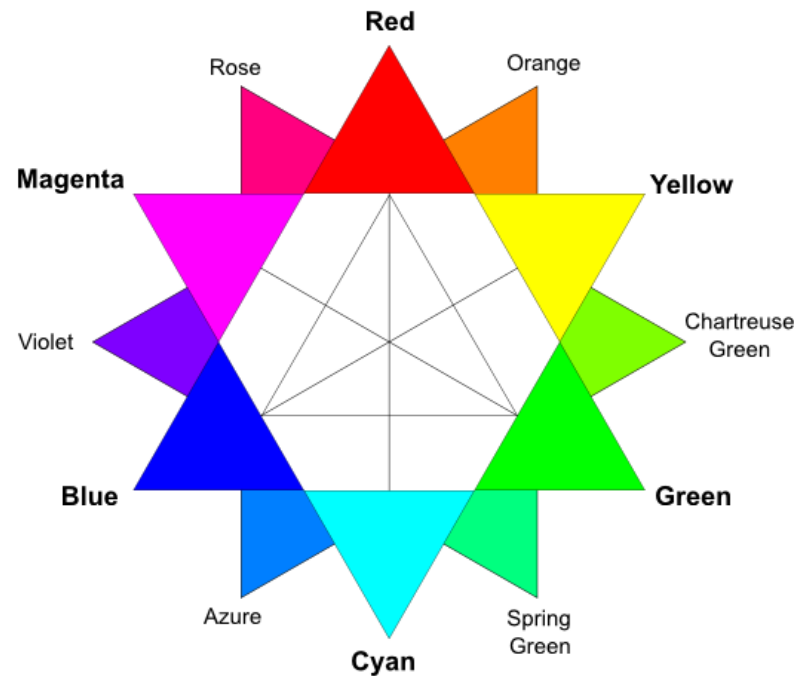
# Colour Wheel

- **Colour Wheel** is the Colour Spectrum twisted around so that the Violet and Red ends are joined in a Circle
- Useful for showing us How Colours Relate to each other and how New Colours are created by Mixing 2 or more Colours Together
- **Colour Wheels** are used to help Choose Websites Colours



# Basic Colour Theory

- Colours have **Emotional Impact**
- Colour Choice are Subjective & Involve Individual Taste
- Colour Use & Impact is NOT Cross Cultural or International
- Emotional Impact Changes Depending on Region & Culture
- Colour Choices Must be Relevant to your **Target Audience**



**“Predicting a consumer sentiment towards a colour and a brand is more important than the colour selection itself”**

— Joshua Garity

# Warm Colours

- Warm Colours are considered Energetic & Vivid
- The warmth of red, yellow, orange or variations of the three can create excitement or even anger
- Warm Colours can convey emotions like optimism, energy and passion
- Warm Colours can be used on the web to accent and as headers
- **RED (Primary)**
- **ORANGE**
- **YELLOW**



# Cool Colours

- Cool Colours are Consider Calming & Relaxing
- Coolness of blue, green, purple or variations of these colours can create a clear and crisp design that gives a calming effect
- Green is often used for Health or Nature Related Sites
- Cool Colours will appear smaller than warm colours
- Cool colours tend to recede so use them as Background Colours
- **BLUE (Primary)**
- **GREEN (Primary)**
- **PURPLE**



# Neutral Colours

- Neutral Colours add sophistication to designs
- They can be combined with accent colours
- Neutral Colours help to put the focus on other colours
- They tone down colours that might otherwise be overpowering
- Often used as Backgrounds or Accents

- **BLACK**

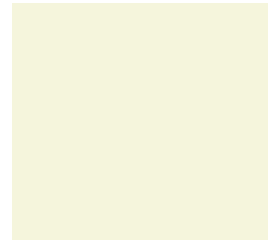
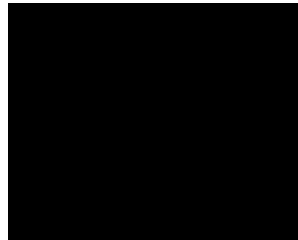
- **WHITE**

- **GREY**

- **BROWN**

- **BEIGE AND TAN**

- **CREAM AND IVORY**



# Shades, Tints & Tones

- Every Colour on a Colour Wheel can be altered by Shading, Tinting or Toning
- **Shading:** Shading Black is added to the Colour
- Shades are deep and powerful
- Work best targeted to masculine activities and used as accents
- **Tinting:** Tinting White is added to the Colour
- Colour scheme using Tints is soft and soothing
- They are often called **Pastels**
- Tints would work well Targeted to Women or Health Care
- **Toning:** Toning Black & White is added to the Colour
- Any color can be "Greyed Down" by Toning
- Colours are complex and subtle
- Often very pleasing to the eye



# Contrast

- **Contrast is the Perceivable Difference Between 2 or More Elements**
- Contrast is not limited to Colour; it can help the user differentiate page elements as well
- Websites have a Header, Main Area, Footer and perhaps an Aside
- These Different Areas Need a Clear Visual Separation by using Contrasting Background Colours
- **WCAG Requires** *Contrast Ratios for Text & Images of Text of at least 4.5:1 except Large Text which must have a Contrast Ratio of at least 3:1*
- Contrast would be **Between Text & Background Colour**
- **Contrast Checkers:**
  - [http://snook.ca/technical/colour\\_contrast/colour.html](http://snook.ca/technical/colour_contrast/colour.html)
  - <https://addons.mozilla.org/en-US/firefox/addon/wcag-contrast-checker/> (FFAdd-on)

# Colour Blindness

- Colour Blindness or Colour Vision Deficiency is the inability or decreased ability to see colour or perceive colour differences
- Only 85.5% of the population have Normal Vision
- Red–Green Color Blindness is the most common
- It causes problems differentiating between 2 of the Primary Web Colours
- **Contrast Between all Colours** on a webpage becomes Very Important for the Colour Blind
- **Colour Blindness Checkers:**
  - <http://paletton.com/>

# Colour Schemes

- Choice of a **Colour Scheme** on a Website is Important
- Colour will help Define the Emotions & Mood of your Visitors
- Colour Reflect the Sites Branding & Identity
- You need to understand your **Target Audience**
- **Colours can be chosen using the Golden Ratio**
- To Create a Good Colour Scheme you can use Photoshop, numerous colour scheme creation software packages or any of the many online colour tools available
- **Resources:**
  - <https://www.kolenda.io/guides/color>
  - <http://www.joehallock.com/edu/COM498/>
- **Colour Scheme Designers:**
  - <http://paletton.com/>
  - <http://www.colorsontheweb.com/>

# MICROFORMATS

---

“Embedding Information into the Web”

# What are Microformats?

- **Microformats** are a Web-based Approach to Semantic Markup which seeks to re-use existing HTML tags to convey metadata and other attributes in web pages and other contexts
- Using Microformats makes your data easy to consume and publish in a standardized way
- It allows you to make your data available for indexing, searching or to do tasks like downloading a contact's information or adding an event to your calendar
- This allows software to process information intended for end-users such as **Contact Information** (**hCard**) & **Geographic Coordinates** (**Geo**) Automatically
- Adding True Microformats into HTML Code is Obsolete
- They are used by Other Applications and Schema.org

# hCard Format

- **hCard** is a simple, open, distributed format for representing people, companies, organizations and places, using a 1:1 representation of **vCard** (RFC2426) properties and values in semantic HTML
- Here is a sample vCard:
- Same vCard opened in Outlook:

```
BEGIN:VCARD
VERSION:2.1
ORG:NAIT Computer Training Centre (CTC)
TEL;WORK;VOICE:780-378-5008
ADR;WORK;PREF::Company name;11762 - 106 Street NW;Edmonton;AB;T5G 2R1;Canada
URL;WORK:http://www.nait.ca/ctc
EMAIL;PREF;INTERNET:ctc@nait.ca
END:VCARD
```

Full Name...

Company: NAIT Computer Training Centre (CTC)

Job title:

File as: NAIT Computer Training Centre (CTC)

Internet

E-mail... ctc@nait.ca

Display as: NAIT Computer Training Centre (CTC) (ctc@nait.ca)

Web page address: <http://www.nait.ca/ctc>

IM address:

Phone numbers

Business... 780-378-5008

Home...

Business Fax...

Mobile...

Addresses

Business... 11762 - 106 Street NW  
Edmonton AB T5G 2R1

☒ This is the mailing address

Map It

Notes

NAIT Computer Training Centr...

780-378-5008 Work  
ctc@nait.ca

11762 - 106 Street NW  
Edmonton AB T5G 2R1

<http://www.nait.ca/ctc>

# QR Code Generation

- **QR Code** (Quick Response Code) is a type of Matrix Barcode designed originally for the automotive industry
- Popular for use to access Websites, Address Information or to store entire **hCards**, etc.
- It is popular due to its fast readability and large storage capacity compared to standard UPC barcodes
- Code consists of Black Modules (**Square Dots**) arranged in a square pattern on a white background



# NAIT CTC QR Coded vCard

Contents Contact information ▾

Name

Company

Title

Phone number

Email

Address

Address 2

Website

Memo

Encoding vCard ▾

Barcode size Large ▾

Error correction L ▾

Character encoding UTF-8 ▾

Generate →



Download or embed with this URL:

<http://chart.apis.google.com/chart?cht=qr&chs=350x350&ch>

**BEGIN:VCARD**

N:Bruce Zawalsky  
ORG:NAIT CTC  
TITLE:Instructor  
TEL:7803785008  
URL:www.nait.ca/ctc  
EMAIL:ctc@nait.ca  
ADR:11762 - 106 Street NW Edmonton\, AB T5G 2R1  
END:VCARD



# Schema.org

***“It Only Covers the Types of Entities for which we (Microsoft, Yahoo! & Google), think we can Provide some Special Treatment for, through our Search Engine, in the Near Future”***

- **Schema.org** Provides a **SEO Friendly Microdata Format** that can be use to Markup Web Pages that can be Properly Understood by Search Engines
- Launched in June 2011 by **Google, Yahoo & Bing (+Yandex)**
- Updated & Expanded Numerous Times Since
- Now a Collaborative Effort by Many Companies & Individual Collaborators
- Vocabularies are developed by an open community process through the w3.org and GitHub
- Schema.org Vocabulary can be used with many different encodings including: **Microdata**, RDFa & **JSON-LD**

# Why Use Schema.org?

- Aim is to Create & Support a Common Set of Schemas for **Structured Data Markup on Webpages**

*“Your Web Pages have an Underlying Meaning that People Understand...Search Engines have a Limited Understanding of what is being Discussed...adding additional tags to the HTML of your Web...Say(s), "Hey Search Engine, this Information Describes this specific movie, or place, or person, or video"...Microdata is a set of tags, Introduced with HTML5, that allows you to do this.”* – Schema.org

- Provides an Individually Usable, but Complex way to Describe a List of Things or Events on a Webpage to **Improve SEO**
- Current Version is 29.0 (March 2024)

# Basic Categories

Breaks Down into 10 Major Categories and then most further down into Subcategories:

- **CreativeWorks:**  
Article, Book, Movies, Recipe,...
- **Embedded Non-Text Object:**  
AudioObject, ImageObject & VideoObject
- **Event**
- **Health & Medical Types**
- **Organization**
- **Person**
- **Place**, LocalBusiness, Restaurant,...
- **Product, Offer, AggregateOffer**
- **Review, AggregateRating**
- **Action**

# Thing > Event

## Thing > Event

An event happening at a certain time at a certain location.

Property	Expected Type	Description
Properties from <b>Thing</b>		
<b>description</b>	Text	A short description of the item.
<b>image</b>	URL	URL of an image of the item.
<b>name</b>	Text	The name of the item.
<b>url</b>	URL	URL of the item.
Properties from <b>Event</b>		
<b>attendees</b>	<b>Person</b> or <b>Organization</b>	A person attending the event.
<b>duration</b>	Duration	The duration of the item (movie, audio recording, event, etc.) in <b>ISO 8601 date format</b> .
<b>endDate</b>	Date	The end date and time of the event (in <b>ISO 8601 date format</b> ).
<b>location</b>	<b>Place</b> or <b>PostalAddress</b>	The location of the event or organization.
<b>offers</b>	<b>Offer</b>	An offer to sell this item—for example, an offer to sell a product, the DVD of a movie, or tickets to an event.
<b>performers</b>	<b>Person</b> or <b>Organization</b>	The main performer or performers of the event—for example, a presenter, musician, or actor.
<b>startDate</b>	Date	The start date and time of the event (in <b>ISO 8601 date format</b> ).
<b>subEvents</b>	<b>Event</b>	Events that are a part of this event. For example, a conference event includes many presentations, each are subEvents of the conference.
<b>superEvent</b>	<b>Event</b>	An event that this event is a part of. For example, a collection of individual music performances might each have a music festival as their superEvent.

# Specific Event Types

**Thing > Event** Further Breaks Down into 18 **Specific Events**:

- BusinessEvent
- ChildrensEvent
- ComedyEvent
- DanceEvent
- DeliveryEvent
- **EducationEvent**
- ExhibitionEvent
- Festival
- FoodEvent
- LiteraryEvent
- MusicEvent
- PublicationEvent
- SaleEvent
- SocialEvent
- **SportsEvent**
- TheaterEvent
- UserInteraction
- VisualArtsEvent

# Thing > Event > EducationEvent

## Thing > Event > EducationEvent

Event type: Education event.

Property	Expected Type	Description
Properties from <b>Thing</b>		
<b>additionalType</b>	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax – the 'typeof' attribute – for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
<b>description</b>	Text	A short description of the item.
<b>image</b>	URL	URL of an image of the item.
<b>name</b>	Text	The name of the item.
<b>sameAs</b>	URL	URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Freebase page, or official website.
<b>url</b>	URL	URL of the item.
Properties from <b>Event</b>		
<b>attendee</b>	Organization or Person	A person or organization attending the event.
<b>attendees</b>	Organization or Person	A person attending the event (legacy spelling; see singular form, attendee).
<b>duration</b>	Duration	The duration of the item (movie, audio recording, event, etc.) in <a href="#">ISO 8601 date format</a> .
<b>endDate</b>	Date	The end date and time of the event (in <a href="#">ISO 8601 date format</a> ).
<b>location</b>	Place or PostalAddress	The location of the event, organization or action.
<b>offers</b>	Offer	An offer to sell this item—for example, an offer to sell a product, the DVD of a movie, or tickets to an event.
<b>performer</b>	Organization or Person	A performer at the event—for example, a presenter, musician, musical group or actor.
<b>performers</b>	Organization or Person	The main performer or performers of the event—for example, a presenter, musician, or actor (legacy spelling; see singular form, performer).
<b>startDate</b>	Date	The start date and time of the event (in <a href="#">ISO 8601 date format</a> ).
<b>subEvent</b>	Event	An Event that is part of this event. For example, a conference event includes many presentations, each are a subEvent of the conference.
<b>subEvents</b>	Event	Events that are a part of this event. For example, a conference event includes many presentations, each are subEvents of the conference (legacy spelling; see singular form, subEvent).
<b>superEvent</b>	Event	An event that this event is a part of. For example, a collection of individual music performances might each have a music festival as their superEvent.

# Thing > Event > SportsEvent

## Thing > Event > SportsEvent

Event type: Sports event.

Property	Expected Type	Description
<b>Properties from Thing</b>		
<b>additionalType</b>	URL	An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax – the 'typeof' attribute – for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally.
<b>description</b>	Text	A short description of the item.
<b>image</b>	URL	URL of an image of the item.
<b>name</b>	Text	The name of the item.
<b>sameAs</b>	URL	URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Freebase page, or official website.
<b>url</b>	URL	URL of the item.
<b>Properties from Event</b>		
<b>attendee</b>	Organization or Person	A person or organization attending the event.
<b>attendees</b>	Organization or Person	A person attending the event (legacy spelling; see singular form, attendee).
<b>duration</b>	Duration	The duration of the item (movie, audio recording, event, etc.) in <a href="#">ISO 8601 date format</a> .
<b>endDate</b>	Date	The end date and time of the event (in <a href="#">ISO 8601 date format</a> ).
<b>location</b>	Place or PostalAddress	The location of the event, organization or action.
<b>offers</b>	Offer	An offer to sell this item—for example, an offer to sell a product, the DVD of a movie, or tickets to an event.
<b>performer</b>	Organization or Person	A performer at the event—for example, a presenter, musician, musical group or actor.
<b>performers</b>	Organization or Person	The main performer or performers of the event—for example, a presenter, musician, or actor (legacy spelling; see singular form, performer).
<b>startDate</b>	Date	The start date and time of the event (in <a href="#">ISO 8601 date format</a> ).
<b>subEvent</b>	Event	An Event that is part of this event. For example, a conference event includes many presentations, each are a subEvent of the conference.
<b>subEvents</b>	Event	Events that are a part of this event. For example, a conference event includes many presentations, each are subEvents of the conference (legacy spelling; see singular form, subEvent).
<b>superEvent</b>	Event	An event that this event is a part of. For example, a collection of individual music performances might each have a music festival as their superEvent.

# Adding Scheme w/ Microdata

- Every Scheme Requires a **itemscope** & **itemtype**

```
<main itemscope itemtype="http://schema.org/EducationEvent">
```

- Using an Existing Tag

```
<h1 itemprop="name">CSS/HTML I - CCTW100</h1>
```

```
<li itemprop="duration" content="PTH14">Hours&#58; 14</li>
```

```
<strong itemprop="startDate" content="2016-10-19T18:15">
```

```
Section F - Oct 19 to 21, 2016</strong>
```

- Using a Span, i.e. Wrapping Content

```
<span itemprop="price" content="400.00">400.00</span>
```

- Using Meta, i.e. No Tag Needed

```
<meta itemprop="addressLocality" content="Edmonton">
```



# Thing > Person

## Thing > Person

A person (alive, dead, undead, or fictional).

Property	Expected Type	Description
Properties from <b>Thing</b>		
<b>description</b>	Text	A short description of the item.
<b>image</b>	URL	URL of an image of the item.
<b>name</b>	Text	The name of the item.
<b>url</b>	URL	URL of the item.
Properties from <b>Person</b>		
<b>additionalName</b>	Text	An additional name for a Person, can be used for a middle name.
<b>address</b>	<b>PostalAddress</b>	Physical address of the item.
<b>affiliation</b>	<b>Organization</b>	An organization that this person is affiliated with. For example, a school/university, a club, or a team.
<b>alumniOf</b>	<b>EducationalOrganization</b>	An educational organizations that the person is an alumni of.
<b>awards</b>	Text	Awards won by this person or for this creative work.
<b>birthDate</b>	Date	Date of birth.
<b>children</b>	<b>Person</b>	A child of the person.
<b>colleagues</b>	<b>Person</b>	A colleague of the person.
<b>contactPoints</b>	<b>ContactPoint</b>	A contact point for a person or organization.
<b>deathDate</b>	Date	Date of death.
<b>email</b>	Text	Email address.
<b>familyName</b>	Text	Family name. In the U.S., the last name of an Person. This can be used along with givenName instead of the Name property.
<b>faxNumber</b>	Text	The fax number.
<b>follows</b>	<b>Person</b>	The most generic uni-directional social relation.
<b>gender</b>	Text	Gender of the person.
<b>givenName</b>	Text	Given name. In the U.S., the first name of a Person. This can be used along with familyName instead of the Name property.
<b>homeLocation</b>	<b>Place</b> or <b>ContactPoint</b>	A contact location for a person's residence.

# Thing > Person Example

## Schema Thing Person with Microdata

Jane Smith CTC Office Instructor  
123 Wentworth Road NW, Edmonton, AB T5R 3G5  
780-123-4567 [jane.smith@nait.ca](mailto:jane.smith@nait.ca)  
Jane's home page: [nait.ca/janesmith](http://www.nait.ca/janesmith/)



Teaching Assistants: [Alice Jones](mailto:alice.jones@nait.ca) & [Bob Thatcher](mailto:bob.thatcher@nait.ca)

```
<article itemscope itemtype="http://schema.org/Person">
  
  <span itemprop="name">Jane Smith</span>
  <span itemprop="jobTitle">CTC Office Instructor</span>
  <address itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">123 Wentworth Road NW</span>,
    <span itemprop="addressLocality">Edmonton</span>,
    <span itemprop="addressRegion">AB</span>
    <span itemprop="postalCode">T5R 3G5</span>
  </address>
  <span itemprop="telephone">780-123-4567</span>
  <a href="mailto:jane.smith@nait.ca" itemprop="email">jane.smith@nait.ca</a><br>
  Jane's home page: <a href="http://www.nait.ca/janesmith/" itemprop="url">nait.ca/janesmith</a><br><br>
  Teaching Assistants: <a href="mailto:alice.jones@nait.ca" itemprop="colleagues">Alice Jones</a> & <a href="mailto:bob.thatcher@nait.ca" itemprop="colleagues">Bob Thatcher</a>
</article>
```

# Structured Data Testing Tools

<https://search.google.com/test/rich-results>

<https://validator.schema.org/>

The screenshot shows the 'Rich Results Test' interface. On the left, under 'Code input', there is a code editor with JSON-LD for a 'Party Coffee Cake' recipe. On the right, under 'Test results', a green checkmark indicates '4 valid items detected'. Below this, a table lists the detected structured data:

Detected structured data	Count	Action
Guided recipes	1 valid item detected	>
Recipes	1 valid item detected	>
Review snippets	1 valid item detected	>
Videos	1 valid item detected	>

## Rich Results Test

The official Google tool for testing your structured data to see which Google rich results can be generated by the structured data on your page. You can also preview how rich results can look in Google Search.

[Go to the Rich Results Test](https://search.google.com/test/rich-results)

The screenshot shows the 'Schema Markup Validator' interface. On the left, under 'Code input', there is a code editor with JSON-LD for a 'Party Coffee Cake' recipe. On the right, under 'Test results', a green checkmark indicates '4 valid items detected'. Below this, a table lists the detected structured data:

Detected structured data	Count	Action
Guided recipes	1 valid item detected	>
Recipes	1 valid item detected	>
Review snippets	1 valid item detected	>
Videos	1 valid item detected	>

## Schema Markup Validator

Validate all Schema.org-based structured data that's embedded in web pages, without Google feature specific warnings.

[Go to the Schema Markup Validator](https://validator.schema.org/)

# SportsEvent Example

## Schema Thing SportsEvent with Microdata

[NHL Western Conference Final Playoff Tickets:  
Edmonton Oilers vs. Calgary Flames - Game 7](#)

Saturday 5th May 2018 7:00 p.m.

[Rogers Arena](#)

Edmonton, AB

Priced from: \$275

27 Tickets Left at [TicketMaster](#)

```
<article itemscope itemtype="http://schema.org/SportsEvent">
  <a itemprop="url" href="#">NHL Western Conference Final Playoff Tickets:<span itemprop="name"><br>
  <span itemprop="homeTeam">Edmonton Oilers</span> vs. <span itemprop="awayTeam">Calgary Flames</
  span> - Game 7</span></a><br>
  <meta itemprop="startDate" content="2018-05-05T19:00">
  Saturday 5th May 2018 7:00 p.m.
  <div itemprop="location" itemscope itemtype="http://schema.org/Place">
    <a itemprop="url" href=
    "https://www.google.ca/maps/place/Rogers+Arena/@53.546628,-113.499622,17z/data=!3m1!4b1!4m2!3m1!1s0x
    53a022494250e287:0x35abedbb98c21abe"><span itemprop="name">Rogers Arena</span></a>
    <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
      <span itemprop="addressLocality">Edmonton</span>,
      <span itemprop="addressRegion">AB</span>
    </div>
  </div>
  <div itemprop="offers" itemscope itemtype="http://schema.org/AggregateOffer">
    Priced from: <span itemprop="lowPrice">$275</span><br>
    <span itemprop="offerCount">27</span> Tickets Left at <a href=
    "http://www.ticketmaster.ca/Edmonton-Oilers-tickets/artist/805943" title="Oiler Tickets at
    TicketMaster" itemprop="url">TicketMaster</a>
  </div>
</article>
```

event.html

# Adding Scheme w/ JSON-LD

- **JSON-LD** (JavaScript Object Notation for Linked Data)
- Method of encoding Linked Data using JSON in a JavaScript File
- JavaScript File should be in a Script Tag in the body of the document
- **@type** is used to add the prefix to schema.org URL (@context)
- Format Itemtype in **{ "@type": "",**
- Followed by all Itemprop **"": ""**, & final rule no **, but }**


```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Person",
  "name": "Jane Smith",
  "jobTitle": "CTC Office Instructor",
  "affiliation": "NAIT CTC",
  "url": "http://www.nait.ca/janesmith/",
  "telephone": "780-123-4567",
  "email": "jane.smith@nait.ca",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Wentworth Road NW",
    "addressLocality": "Edmonton",
    "addressRegion": "AB",
    "postalCode": "T5R 3G5"
  }
}
</script>
```

# Microdata vs. JSON-LD

- **Choose Either Format; Whichever is Easier on Your Website or the Individual Webpages within the Website**
- Use Microdata where you have All or Most of the Data on the Page in HTML Code
- Use JSON-LD where you Have Little of Data on the Page

Jane Smith CTC Office Instructor  
123 Wentworth Road NW, Edmonton, AB T5R 3G5  
780-123-4567 [jane.smith@nait.ca](mailto:jane.smith@nait.ca)  
Jane's home page: [nait.ca/janesmith](http://www.nait.ca/janesmith)

Teaching Assistants: [Alice Jones](mailto:alice.jones@nait.ca) & [Bob Thatcher](mailto:bob.thatcher@nait.ca)



```
<article itemscope itemtype="http://schema.org/Person">
  
  <span itemprop="name">Jane Smith</span>
  <span itemprop="jobTitle">CTC Office Instructor</span>
  <address itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">123 Wentworth Road NW</span>
    <span itemprop="addressLocality">Edmonton</span>
    <span itemprop="addressRegion">AB</span>
    <span itemprop="postalCode">T5R 3G5</span>
  </address>
  <span itemprop="telephone">780-123-4567</span>
  <a href="mailto:jane.smith@nait.ca" itemprop="email">jane.smith@nait.ca</a>
  Jane's home page: <a href="http://www.nait.ca/janesmith">nait.ca/janesmith</a>
  Teaching Assistants: <a href="mailto:alice.jones@nait.ca">Alice Jones</a>
  & <a href="mailto:bob.thatcher@nait.ca">Bob Thatcher</a>
</article>
```

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Person",
  "name": "Jane Smith",
  "jobTitle": "CTC Office Instructor",
  "affiliation": "NAIT CTC",
  "url": "http://www.nait.ca/janesmith/",
  "telephone": "780-123-4567",
  "email": "jane.smith@nait.ca",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Wentworth Road NW",
    "addressLocality": "Edmonton",
    "addressRegion": "AB",
    "postalCode": "T5R 3G5"
  }
}
</script>
```

# Structured Data in Search Console

- **Structured Data** Page Shows all Scheme Data Types that have Warnings or Errors, by Individual Pages

The screenshot displays the Google Search Console interface. The top navigation bar includes the Google logo, 'Search Console', a search bar with the text 'Inspect any URL in "https://boreal.net/"', and user profile icons. The left sidebar contains navigation links: Overview, URL inspection (selected), Performance, Search results, Discover, Index, Coverage, Sitemaps, Removals, Experience, Page Experience, Core Web Vitals, Mobile Usability, and Enhancements. The main content area is titled 'URL Inspection' and shows the inspected URL: 'https://boreal.net/survival/wscs/wilderness-survival-core-seminar.php'. A yellow 'TEST LIVE URL' button is in the top right. The inspection results are as follows:

- URL is on Google** (Status: Success) - It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#). Below this is a 'VIEW CRAWLED PAGE' link and a 'Page changed? REQUEST INDEXING' button.
- Coverage** (Status: Success) - Submitted and indexed.
- Enhancements** section:
  - Mobile Usability** (Status: Success) - Page is mobile friendly.
  - Events** (Status: Success) - 6 valid items detected.
  - Logos** (Status: Success) - 1 valid item detected.

# Structured Data Drill Down

- You can View Individual Types & Preview Each Item

[illegible]



# Testing Real Data



```
1 <!DOCTYPE HTML>
2 <html lang="en">
3 <head>
4   <title>Complete Wilderness Navigation Course &#40;CWN&#41;</title>
5   <meta name="description" content="5-Day Navigation Course covers Topographical
6   Maps, Air Photos, Magnetic Compass, GPS Receivers, &amp;
7   Wilderness Route Finding">
8 </head>
9 <body id="top">
10 <div class="fullpage" itemscope itemtype="http://schema.org/EducationEvent">
11 <header role="banner">
12   <h1 itemprop="name">Complete Wilderness Navigation</h1>
13   <h2 class="h4">Skill &amp; Confidence for Wilderness Travel in 5-Days</h2>
14 </header>
15 <main role="main" class="clearfloat coursebox">
16 <h2>Best Navigation Training Available</h2>
17 <p class="firstpara">Complete Wilderness Navigation...</p>
18 <h2>Hands-on Map and Compass Skills</h2>
19 <p><span itemprop="description">Complete Wilderness Navigation is a Hands-on
20 Course that Teaches <strong>Topographical Map &amp; Air Photos Interpretation,
21 Magnetic Compass, GPS Receiver, Pace Bead &amp; Altimeter Use</strong>.
22 Course Covers Contour Interpretation, Route Planning, Wilderness Travel Skills,
23 Latitude &amp; Longitude, MGRS &amp; UTM Grid References.</span> </p>
24
```

Detected 0 ERRORS 3 WARNINGS 2 ITEMS

Organization	0 ERRORS	0 WARNINGS	1 ITEM
EducationEvent	0 ERRORS	3 WARNINGS	1 ITEM

EducationEvent		0 ERRORS 3 WARNINGS ^
@type	EducationEvent	
name	Complete Wilderness Navigation	
image	https://boreal.net/navigation/cwnc/images/cwnc-map-reading-practice-02.jpg	
description	Complete Wilderness Navigation is a Hands-on Course that Teaches Topographical Map & Air Photos Interpretation, Magnetic Compass, GPS Receiver, Pace Bead & Altimeter Use. Course Covers Contour Interpretation, Route Planning, Wilderness Travel Skills, Latitude & Longitude, MGRS & UTM Grid References.	
duration	PTD5	
startDate	2020-05-25T08:00:00	
offers		
@type	Offer	
priceCurrency	CAD	
price	798.00	
url	https://boreal.net/sign-up-bwi/bwi-online-course-registration-form.php	

# Structured Data in Search Results

- Viewed in Search Results



wilderness navigation course



All



Maps



Images



Shopping



Videos



More

Settings

Tools

About 29,400,000 results (0.44 seconds)

boreal.net › navigation › cwnc › complete-wilderness-navigation-course ▼

## Complete Wilderness Navigation Course | 5-Day Navigation ...

Complete **Wilderness Navigation** (CWN) allows you to Really Learn Hands-on **Wilderness** Route Finding in both Forests & Mountains. ... Complete **Wilderness Navigation** is a Hands-on **Course** that Teaches Topographical Map & Air Photos Interpretation, Magnetic Compass, GPS Receiver, Pace Bead ...

Mon., May 25	Complete Wilderness ...	Boreal Wilderness Institute ...
May 25 - May 29	Complete Wilderness ...	Boreal Wilderness Institute ...
Jul. 20 - Jul. 24	Complete Wilderness ...	Boreal Wilderness Institute ...

boreal.net › navigation › wilderness-navigation-courses ▼

## Wilderness Navigation Courses & Training from the Boreal ...


Expert instruction in **Wilderness Navigation** & GPS. Navigation **courses** that use Topographical Maps, Compass, GPS Receivers & Air Photos.

# Structured Data in Search Results

- Viewed in Search Results

1:52 PM Sun Apr 9 google.com 94%


[FAQS](#) [Immersion Instructors](#) [Video: The Immersion](#) [Shop Online](#) [About Us](#) [Resource Center](#)



Boreal Wilderness Institute  
<https://boreal.net> › survival › wscs

**Online Survival Core Seminar, Essential Survival Training**

The Survival Core Seminar is a Realistic Well-Researched Introduction to Modern Wilderness Survival. This Online Course provides the information you need to ...



6:08


**HTML TITLE**

Online Survival Core ...  
Jan 1, 2022 - Dec 31, 2025

Online Survival Core Seminar  
Sat, Apr 22 - Sun, Apr 23

**Structured Data**


Online Survival Core Seminar  
Wed, May 3 - Thu, May 4



CanadianSurvival.info  
<https://www.canadiansurvival.info> › ...

**Canadian Outdoor Survival Podcast**

In Episode #23 we discuss Why Take Survival Training in the Canadian Wilderness. ... Survival Core Seminar [Psychology of Survival Training] ...



SERE Training School  
<https://seretraining.us> › core-surviva...

**Core Survival Weekend Intensive**

Core Survival Weekend Intensive. Outdoor Adventure Tools, Tactics, & Emergency Response Weekend Intensive Training For: Parents, Hikers, Backpackers, Campers ...

# Real Data Results

NEW TEST

0 ERRORS

3 WARNINGS

2 ITEMS

Detected

Organization

0 ERRORS

0 WARNINGS

1 ITEM

EducationEvent

0 ERRORS

3 WARNINGS

1 ITEM

1 <!DOCTYPE HTML>

2 <html lang="en">

3 <head>

4 <meta charset="utf-8">

5 <meta name="viewport" content="width=device-width,initial-scale=1.0,>

6 <title>Hands-on Wildlife & Bear Awareness Seminar</title>

7 <meta name="description" content="3.5-hour Instructor-led Course Te>

8 <link rel="icon" type="image/png" href="/favicon.ico"> <link rel=">

9 <script>

10 (function(d) {

11 var config = {

12 kitId: 'cgp0oas',

subEvent	
@type	EducationEvent
name	3.5-Hour Wildlife Awareness Seminar
startDate	2020-02-28T08:00:00
endDate	2020-02-28T11:30:00

Google

wildlife awareness seminar

All Images News Maps Videos More Settings Tools

About 7,650,000 results (0.67 seconds)

boreal.net › travel › was › wildlife-awareness-seminar

Online Wildlife & Bear Awareness Seminar

—Wildlife Awareness Seminar ( WAS ) Participant. Grizzly Bear, Wildlife Threat Bighorn Sheep, Possible Wildlife Threat. This Instructor-led 3 Hour Course ...

Jan. 1 - Dec. 31 Online Wildlife & Bear ...

Fri., Apr. 16 Online Wildlife & Bear ...

Mon., May 10 Online Wildlife & Bear ...

Show: subEvent.html

# Structured Data Mixed w/ GPFB



navigation course



All

Maps

Images

Videos

Shopping

More

Settings

Tools

About 2,500,000,000 results (0.43 seconds)

## Complete Wilderness Navigation (CWN) | Boreal Wilderness Institute

<https://boreal.net/navigation/cwnc/complete-wilderness-navigation-course.php> ▼

Complete Wilderness Navigation (CWN) allows you to Really Learn Hands-on Wilderness Route Finding in both Forests & Mountains. ... Complete Wilderness Navigation is a Hands-on Course that Teaches Topographical Map & Air Photos Interpretation, Magnetic Compass, GPS Receiver, Pace Bead ...

Mon., May 13 [Complete Wilderness Navigation](#)

May 13 - May 17 [Complete Wilderness Navigation Course](#)

Jun. 17 - Jun. 21 [Complete Wilderness Navigation Course](#)

*Microformat.org Info*

## Wilderness Navigation Courses & Training from the Boreal Wilderness ...

<https://boreal.net/navigation/wilderness-navigation-courses.php> ▼

Expert instruction in Wilderness Navigation & GPS. Our Wilderness Navigation courses that use Topographical Maps, Compass, GPS Receivers, & Air Photos.

## Boreal Wilderness Institute; Wildlife Awareness, Survival & Navigation ...

<https://boreal.net/> ▼

Professionally Taught Modern Wilderness Survival, Wilderness Navigation, Wildlife Awareness Courses & Seminars throughout Western & Northern Canada.

*<title> & <meta> description being use*

## Navigation | Boating Courses

[www.boatingcourses.ca/course-descriptions/navigation](http://www.boatingcourses.ca/course-descriptions/navigation) ▼

The CPS Navigation Course deals with learning celestial positioning on bodies in addition to the Sun (covered in the JN course). You will first learn to reduce ...

## Navigation - Active Living - Calgary - University of Calgary

<https://www.ucalgary.ca/ActiveLiving/registration/Browse/Lakes-Rivers.../Navigation> ▼

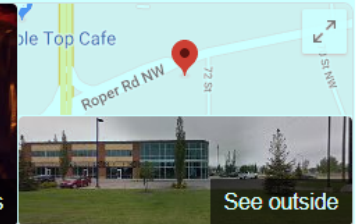
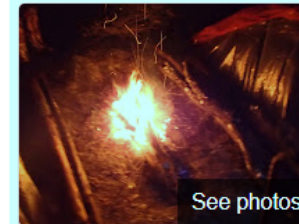
Backcountry users need effective outdoor navigation skills. In these courses, you will learn to read topographic maps, and use compasses and GPS.

## Complete Wilderness Navigation Course - May13 | MEC Events

<https://events.mec.ca/node/5360> ▼

May 13, 2018 - This course allows you to experience hands-on wilderness route finding in both forest and mountain environments. This one of a kind

## Enhanced Info Based on GPFB & Search Results



## Boreal Wilderness Institute

[Website](#)

[Directions](#)

[Save](#)

Educational institution in Edmonton, Alberta

**Address:** 7205 Roper Rd NW #202, Edmonton, AB T6B 3J4

**Province:** [Alberta](#)

**Phone:** (780) 914-4410

[Suggest an edit](#)

## Events

*Microformat.org Info*

Wed., May 8  
8:00 a.m. Wildlife Awareness Seminar - May08

Mon., Aug. 12  
7:00 p.m. Wildlife Awareness Seminar - Aug12

## From Boreal Wilderness Institute

The Boreal Wilderness Institute (BWI) is a World Class Outdoor Education Institute that since its founding in September of 1994 has Taught Professional Instructor-Led Field Safety Training in Wilderness Survival, Navigation, Wildlife & Bear... [More](#)



Boreal Wilderness Institute  
on Google

Top 3  
80%

Rest  
20%

# Structured Data on Bing

Search results for "online survival core seminar" on Bing. The search bar shows the query and the number of results (2,500,000). The navigation bar includes links for ALL, CHAT, SHOPPING, IMAGES, VIDEOS, MAPS, and MORE. The results are displayed in a list format.

**Enhanced Info Based on GPFB & Search Results**

**Top 3 80%**

**Survival Core Seminar, Essential Canadian Survival ...** *<title> description being use*  
<https://boreal.net/survival/wscs/wilderness-survi...>

The **Survival Core Seminar** is a Realistic Well-Researched Introduction to Modern Wilderness **Survival**. This **Online Course** provides the information you need to live comfortably when stranded in the Canadian Wilderness in winter or summer. This highly practical 2-Day **online course** is for anyone working or travelling...

**Occupation:** Chief Instructor **Works For:** Boreal Wilderness Institute  
**Start Date:** Jan 1, 2022 **Availability:** In stock *Microformat.org Info*

**Survival Skills Online Course | Enroll Now for a Special Price**  
<https://www.udemy.com/survival-skills/online-course> 7.2M+ Facebook followers  
(Ad) Learn **Survival Skills online** at your own pace. Start today and improve your skills. Join millions of learners from around the world already learning on Udemy.  
udemy.com has been visited by 100K+ users in the past month

**Online Survival Core Seminar**  
<https://www.linkedin.com/pulse/online-survival-core-seminar-bruce-zawalsky>  
(Web) Jan 11, 2021 · The **Survival Core Seminar** is a World-Class **Online survival course**. It provides the information you need to live comfortably when stranded in the Canadian ...

# Structured Data Help

<https://developers.google.com/search/docs/guides/intro-structured-data>



Google Search Central

Documentation ▾

What's new ▾

Case studies

Help

## Documentation

Introduction

Just the basics

Beginner SEO

Advanced SEO

Overview of Search appearance topics

Create good titles and snippets in Search Results

Enable Search result features for your site

Featured snippets and your website

Provide a publication date to Google Search

Define a favicon to show in search results

▾ Using structured data

Explore the search gallery

Understand how structured data works

Try the structured data codelab ☒

Structured data general guidelines

Generate structured data with JavaScript

▸ Feature guides

Enriched search results

Flexible Sampling general guidance

Enable Google Podcasts in Search results

Enable Top Places List

Opt out of display on Google Local and other Google properties ☒

Use Image Rights Metadata in Google Images

▸ Web Stories

▸ Early Adopters Program

Optimize your page experience ▾

Search APIs ▾

Home > Google Search Central > Documentation > Advanced SEO

Rate and review



[Send feedback](#)

## Understand how structured data works

Google Search works hard to understand the content of a page. You can help us by providing explicit clues about the meaning of a page to Google by including structured data on the page. Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

Google uses structured data that it finds on the web to understand the content of the page, as well as to gather information about the web and the world in general. For example, here is a [JSON-LD](#) structured data snippet that might appear on a recipe page, describing the title of the recipe, the author of the recipe, and other details:

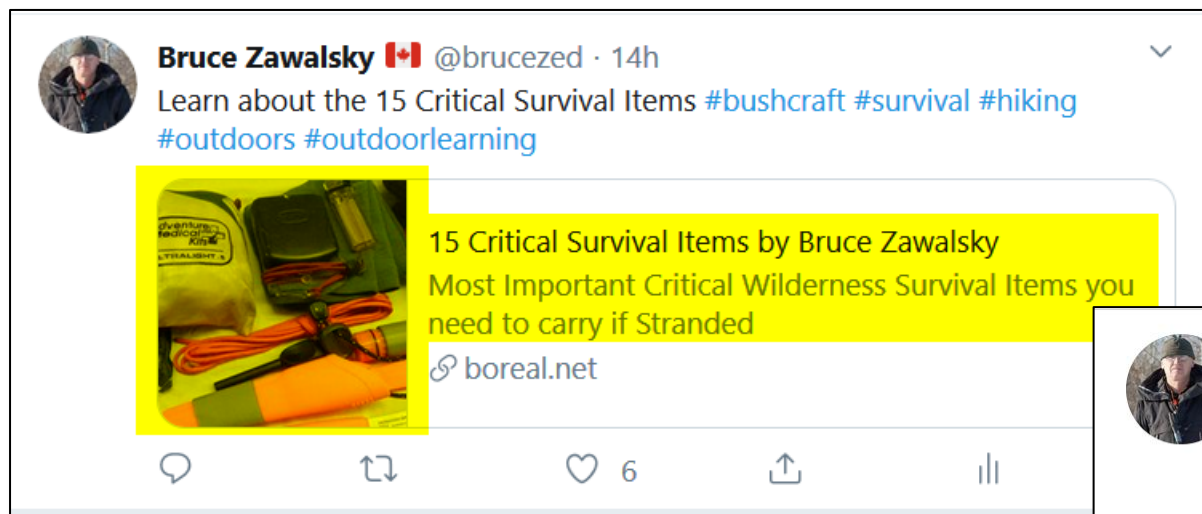
```
<html>
<head>
  <title>Party Coffee Cake</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org/",
    "@type": "Recipe",
    "name": "Party Coffee Cake",
    "author": {
      "@type": "Person",
      "name": "Mary Stone"
    },
    "datePublished": "2018-03-10",
    "description": "This coffee cake is awesome and perfect for parties.",
    "prepTime": "PT20M"
  }
</script>
</head>
<body>
<h2>Party coffee cake recipe</h2>
<p>
  This coffee cake is awesome and perfect for parties.
</p>
```



# Twitter (X) Cards

<https://developer.twitter.com/en/docs/tweets/optimize-with-cards/overview/abouts-cards>

```
<title>15 Critical Survival Items by Bruce Zawalsky</title>
<meta name="description" content="Most Important Critical Wilderness Survival Items
you need to Carry">
<meta name="twitter:card" content="summary">
<meta name="twitter:site" content="@brucezed">
<meta name="twitter:title" content="15 Critical Survival Items by Bruce Zawalsky">
<meta name="twitter:description" content="Most Important Critical Wilderness
Survival Items you need to carry if Stranded">
<meta name="twitter:url" content="https://boreal.net/articles/survival-
training/critical-survival-items.php">
<meta name="twitter:image" content="https://boreal.net/articles/survival-
training/images/top-8-critical-survival-items.jpg">
```



<https://cards-dev.twitter.com/validator>

Show Twitter Results





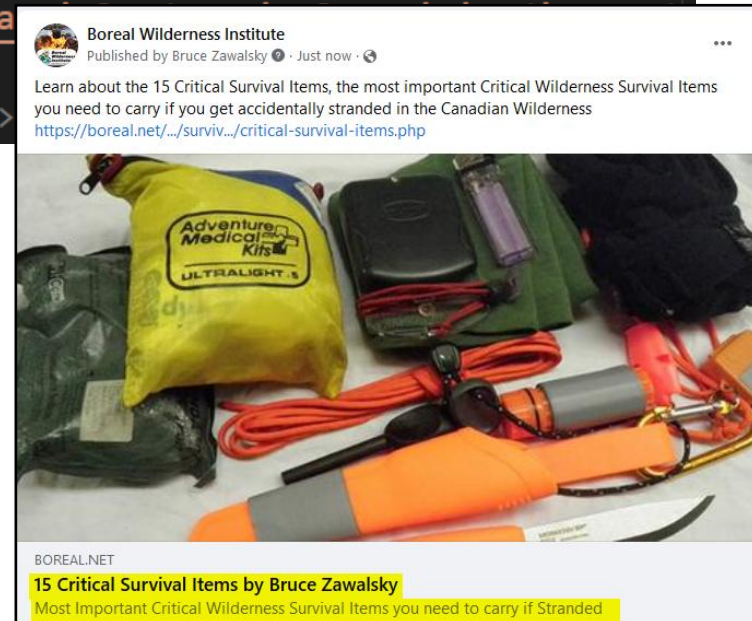
# Other Structured Markup

## Facebook Open Graph

```
<title>15 Critical Survival Items by Bruce Zawalsky</title>
<meta name="description" content="Most Important Critical Wilderness Survival Items you
need to Carry">
<meta property="og:type" content="article">
<meta property="og:title" content="15 Critical Survival Items by Bruce Zawalsky">
<meta property="og:description" content="Most Important Critical Wilderness Survival
Items you need to carry if Stranded">
<meta property="og:url" content="https://boreal.net/articles/survival-training/
critical-survival-items.php">
<meta property="og:image" content="https://boreal.net/a
top-8-critical-survival-items.jpg">
<meta property="og:updated_time" content="<?=time()?>">
```

## Other

Most Social Media have their own  
Structured Markup formats



<https://developers.facebook.com/docs/sharing/webmasters/>

# GEOBROWSER ANNOTATIONS

---

“Finding Your Sites Online”

# Location Awareness is now part of our the Digital World

Google

53.567969,-113.501408



Get directions

My places



**10318-10458 Princess Elizabeth Ave NW**  
Edmonton, AB T5G



[Directions](#) [Search nearby](#) [Save to map](#) [more ▼](#)



# Geo Format

- **Geo** is a simple format for marking up WGS84(NAD83) Geographic Coordinates (Latitude & Longitude), suitable for embedding in HTML
- Geo is a 1:1 representation of the "**geo**" property in the vCard (RFC2426) standard in HTML
- Standard Format: **GEO:53.567752,-113.501934**
- Schema Geo Markup:

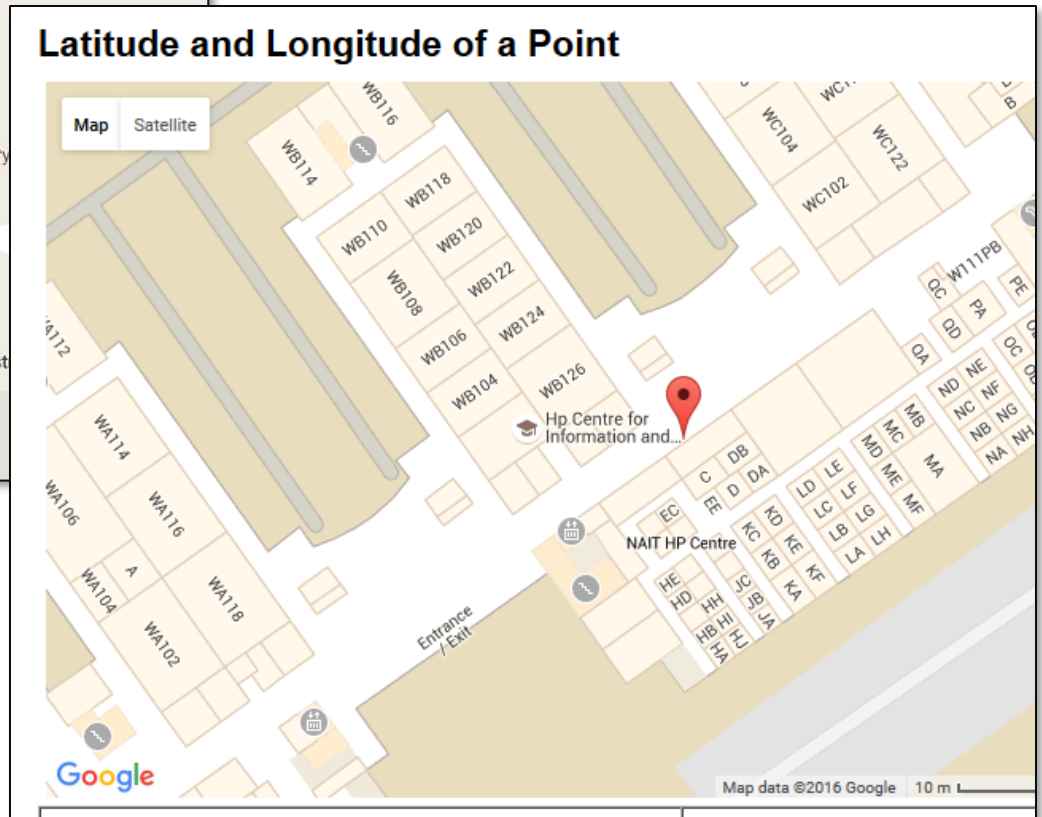
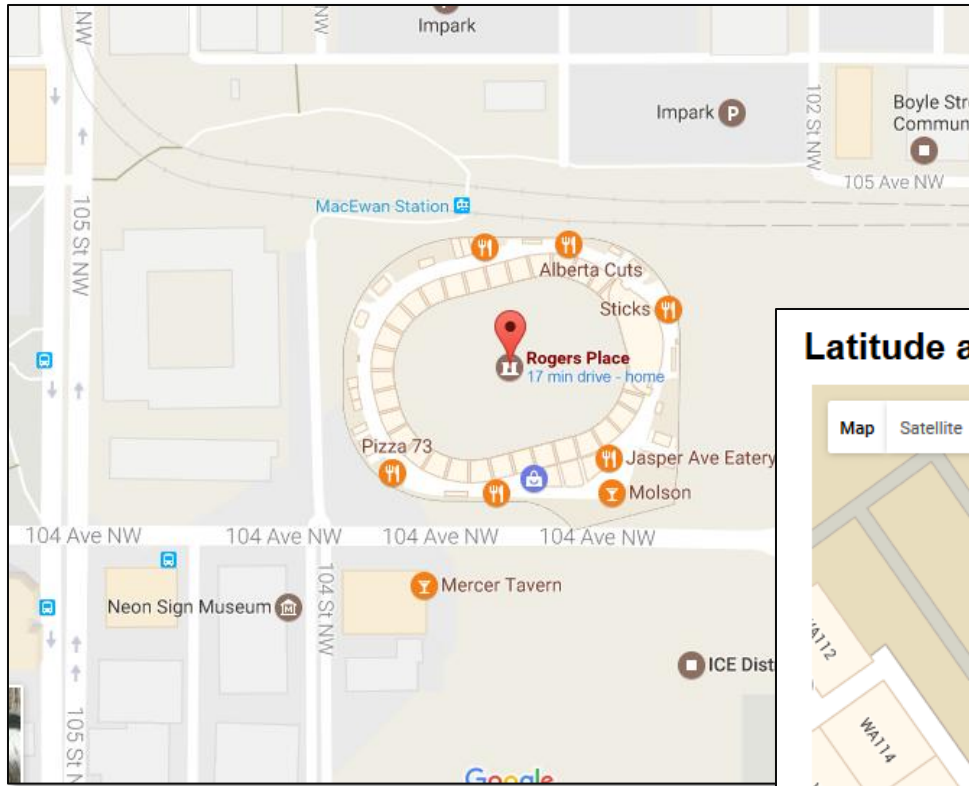
```
<span itemprop="geo" itemscope itemtype="http://schema.org/GeoCoordinates">  
    <meta itemprop="latitude" content="53.567752">  
    <meta itemprop="longitude" content="-113.501934">  
</span>  
"geo": {  
    "@type": "GeoCoordinates",  
    "latitude": "53.546294",  
    "longitude": "-113.497477"  
}
```

- To look up Latitude & Longitude use this App:

<https://www.latlong.net/>



# Geo Format in Use



1. Locate Arena then Add Link & GEO to Schema-event.html & event.js
2. Locate HP Center then Add Link & GEO to CCTW100.html

# Geo QR Codes

Contents

Latitude

Longitude

Query

Barcode size

Error correction

Character encoding

<http://zxing.appspot.com/generator/>



[Download](#) or embed with this URL:

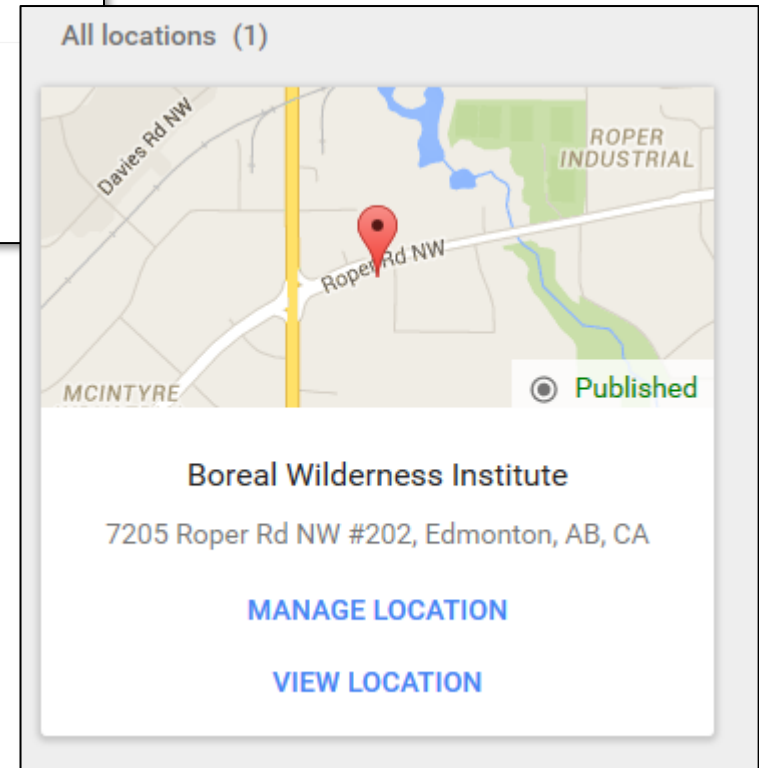
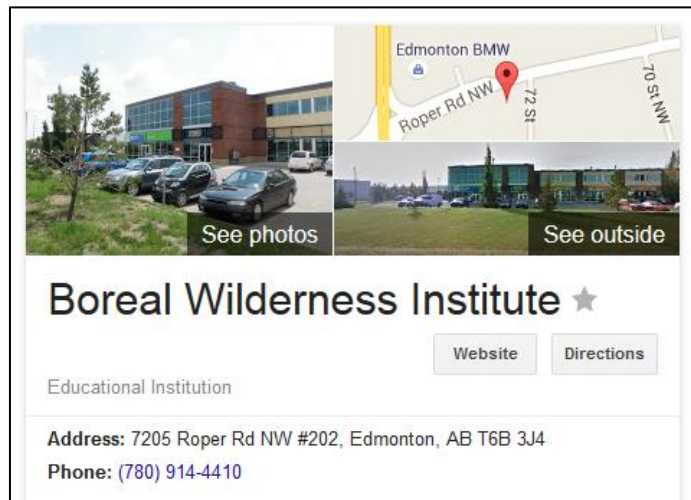
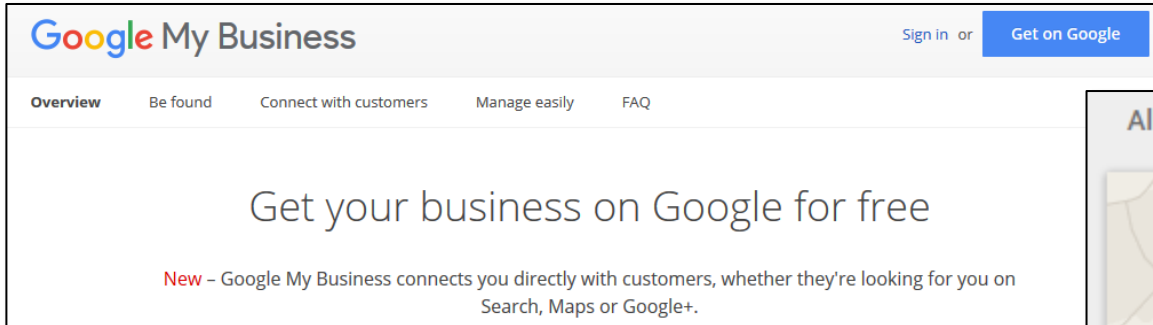
[http://chart.apis.google.com/chart?cht=qr&chs=230x230&chl=](http://chart.apis.google.com/chart?cht=qr&chs=230x230&chl=geo:53.567752,-113.501934)

[geo:53.567752,-113.501934](http://chart.apis.google.com/chart?cht=qr&chs=230x230&chl=geo:53.567752,-113.501934)

Locate NAIT then Build Geo QR Code + Add GEO: to nait-ctc.vcf

# Google My Business

- Allows Enhanced Local & Geographical Search
- Go to [business.google.com](https://business.google.com) to claim your business
- Need to Sign-in & Verify Listing
- Add Location, Hours, Payment Systems, Categories, etc.
- Website, Pictures, Phone, User Reviews, etc. Appear on Google



# How This Changes Business Search



All Maps Images Shopping News More Tools

About 588,000 results (0.41 seconds)



Boreal Wilderness Institute  
<https://boreal.net>

## Boreal Wilderness Institute: Survival, Nav & Wildlife Courses

Professionally Taught **Wilderness** Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada.

### Survival Courses

Canadian Wilderness Survival Training with Online and Field ...

### Complete Wilderness Survival

This 5-day winter boreal survival course emphasizes extensive ...

### Online Survival Core Seminar

The reality is that real training is Not Like Survival TV. Its ...

### Boreal Wilderness Institute ...

The Boreal Wilderness Institute (BWI) is a World Class Outdoor ...

[More results from boreal.net »](#)



Facebook

<https://www.facebook.com/BorealWildernessInstitute>

## Boreal Wilderness Institute | Edmonton AB

**Boreal Wilderness Institute**, Edmonton, Alberta. 2157 likes · 55 talking about this · 39 were here. Modern Wilderness Survival Courses, Wilderness...

★★★★★ Rating: 5 - 10 votes

<https://fr-ca.facebook.com/...> École spécialisée

## Boreal Wilderness Institute | Edmonton AB

The Survival Core Seminar is a practical 2-day Modern **Wilderness** Survival Course w/Real-Life Solutions, BWI's next Online Course runs on Sat/Sun Jan 7 & 8, 2023 ...



LinkedIn

<https://ca.linkedin.com/company/boreal-wilderness-in...>

## Google My Business Enhancements



## Boreal Wilderness Institute

[Website](#) [Directions](#) [Save](#)

Educational institution in Edmonton, Alberta

**Located in:** Victory Homes

**Address:** 7205 Roper Rd NW #202, Edmonton, AB T6B 3J4

**Phone:** (780) 914-4410

**Province:** Alberta

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)

[Add business hours](#)

## My Business Post

### Products

[View all](#)



Canadian Wilder...  
\$32.00



Canadian Wilder...  
\$32.00



Canadian Wilder...  
\$32.00



# Bing Places for Business

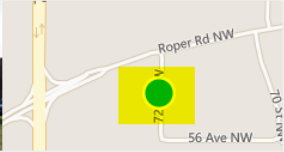

- **Bing Places** provides the same features as Google but for Bing Maps
- Claim your listing at: [www.bingplaces.com](http://www.bingplaces.com)
- Need to Sign-in & Verify Listing
- Create and manage your local business listing on Bing

**bing places for business**

Home > My listing

Verified

**Boreal Wilderness Institute** EDIT



**Address** #202 7205 Roper Rd NW  
Edmonton, AB T6B 3J4, CA

**Phone** 780-914-4410

**Website** <http://boreal.net/>

**Hours** We are open 24 hours a day

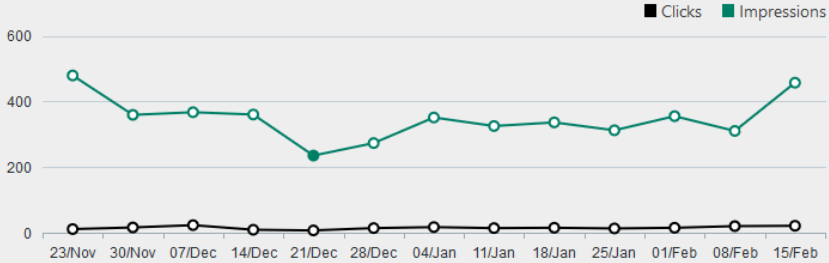
☒ Mark as closed ☐ Delete

☒ Troubleshoot

[+ Add new business](#)

It's been 15 months since you last reviewed your listing. We recommend you take a quick look and update if needed. [Review listing](#)

Website Performance (number of times your website appeared on Bing and Yahoo network)



Date	Clicks	Impressions
23/Nov	20	480
30/Nov	20	380
07/Dec	20	380
14/Dec	20	380
21/Dec	20	250
28/Dec	20	300
04/Jan	20	380
11/Jan	20	350
18/Jan	20	350
25/Jan	20	320
01/Feb	20	380
08/Feb	20	320
15/Feb	20	480

Search Keywords (Your top keywords from organic search)

Keywords	Clicks from search	Appeared in search	Click-through rate	Avg search click position	Avg search appearance position
boreal net	0	3	0.00	0	46
wilderness navigation courses	2	4	50.00	45	45
wilderness survival research study	1	7	14.29	30	68

For more options to optimize your website, [click here](#)

For more keywords, [click here](#)

# How This Changes Business Search



boreal wilderness institute



Français

Sign in

9



Mobile



ALL

SEARCH

VIDEOS

IMAGES

MAPS

NEWS

COPILOT

MORE

TOOLS

Bing

Places for Business Enhancements

Basic Listing

Sitelinks

Copilot Answer



Boreal Wilderness Institute  
https://boreal.net

## Boreal Wilderness Institute: Survival, Nav & Wildlife...

Professionally Taught **Wilderness** Survival, Navigation, Wildlife & Bear Awareness Courses throughout Canada

### Canadian Wilderness Survi...

A Guide to Canadian Wilderness Survival is a 450 page full colour modern wilder...

### FAQ

The Boreal Wilderness Institute offers Adult Outdoor Education. Minimum Ag...

### Custom

Don't Get Lost Working in the Wilderness  
Hand's-on Practical Wilderness Navigat...

### Resources

The Boreal Wilderness Institutes Instructor Development Programme Poi...

### BWI

The Boreal Wilderness Institute (BWI) is a World Class Outdoor Education Instit...

### Wildlife Awareness Seminar

The Wildlife Awareness Seminar will provide novice, intermediate or supervi...

### Industry

Professional Training and Coaching

### Specialties

Modern Wildernes Survival Courses, Wilderness...



### 15 Critical Survival Items by Bruce Zawalsky - Boreal

The 15 Critical Survival Items are ranked in order of priority, they are the most important items you can carry in the **wilderness**. These priorities may change from time to time depending on the situation, season ...

Boreal Wilderness Institute - https://boreal.net/...

Was the above response helpful?



Boreal Wilderness Institute  
https://boreal.net > about-bwi > bwi-about.php

## BWI, Providing Quality Outdoor Education since 1994

The Boreal Wilderness Institute (BWI) is a World Class Outdoor Education Institute that since its founding by Bruce Zawalsky & John Caldwell in ...

Home Country: Canada Occupation: Chief Instructor



## Videos of Boreal Wilderness Institute

bing.com > videos



Preparing and Gear for a 9 day, Fly In Canoe Trip in the **Boreal Wilderness**.

131.2K views · Jun 16, 2017



## Boreal Wilderness Institute

5/5 (9) Educational services in Edmonton, AB

Website

Directions

Contact us

7205 Roper Rd NW #202, Edmonton AB T6B 3J4

(780) 914-4410

Directions

Contact Info

Search Result Diversity



# WEB USABILITY TESTING

---

“Don’t Make Me Think, it Hurts!”

# What is Web Usability Testing?

**“True Test of How People Actually Interact with a Website”**

**“Web Usability is the Ease of Use of a Website**

**...1 Important Element of Web Usability is Ensuring that the Content Works on Various Devices & Browsers”**

**Wikipedia (2015)**

# Why Test?

- Actually Testing a Website with “Real People” will allow Web Designers to Learn how to Make Websites more **Usable, Useful & Accessible**
- You **Quickly Find Errors** and Correct Them
- Increase the **Websites ROI**
- It will NOT make the Website Less Usable
- You can **Test Concepts** to see if they Really Work (Remember the 3 Wheeled Car with a Joystick)

# Competing Interests

- A Number of Competing Interests that will push us to Test or NOT to Test
- They May Control what Parts of a Particular Website we Test:
  - 1. Users & Target Audience**
  - 2. ROI**
  - 3. Designers & Programmers**
  - 4. Decision Makers**

# Legal Issues in Testing

- What is the Legality of Website Testing?
- Users must sign a **Permission Form** that explains what and where this information will be use
- Best Practices:
  1. Use test information internally and then destroy
  2. Record screen and voice only
  3. Explain this on the Permission Form

# Types of Testing

- **Online Testing:**
  - Cheapest and Quickest to implement
  - No real control
  - No human interaction
- **Traditional Testing:**
  - Costly and Time Consuming
  - Require a custom built Test Suite with Video etc.
  - Requires you to write a Script
  - Requires you to create a Permission Form
- **On the Cheap Testing:**
  - Requires a Laptop, site access and a recording program
  - Requires you to write a Script
  - Requires you to create a Permission Form
  - Go Out Now and TEST!



# A/B Testing

- **Why?**
  - This allows you to Test 2 Designs against each other
  - Generally 50% of Visitors are Randomly sent to each Page
  - This allows 2 Website Versions (Individual Pages) to be tested against one another to see which Performs Better for your Actual **TA**
  - Key Metrics such as **Clicks, Registrations or Purchases** are normally give out by the testing Service or available through a Web Interface
- **Testing Services:**
  - Sixpack (Open Source, <http://sixpack.seatgeek.com/>)
  - Optimizely (\$, <https://www.optimizely.com/ab-testing/>)
  - Google AdWords also supports Testing of Landing Pages (\$)

# Preparing for a Usability Test

- Test either a few members of your Target Audience or a few randomly chosen individuals
- Decide what Questions to ask?, i.e. what parts of the website do you want to test
- In preparation for testing:
  1. Design the **Test Questionnaire**
  2. Write the **Test Script**
  3. Create the **Permission Form**

# Example Questions

- **Home or Individual Page Questions:**
  - Please take a look around this page
  - What are your impressions of the site?
  - What do you think this site is for?
  - Would you visit this site or recommend it to a friend?
- **Website Task(s):**
  - Ask the Tester to **Complete 2 Tasks** relevant to the general intended use of the site
  - i.e. Sign-up for..., Find information on..., You are...

# Available Tools

- **PC:**

- CamStudio (OpenSource)
- Camtasia Studio/Morae (\$300 to \$1,500)

- **Mac:**

- Silverback 3 (Has been removed from the AppStore)

- **Online:**

Five Second Test,

@ <http://fivesecondtest.com>

UserTesting.com,

@ <http://www.usertesting.com>

Try My UI,

@ <https://www.trymyui.com/>

Crazy Egg Heat Mapping,

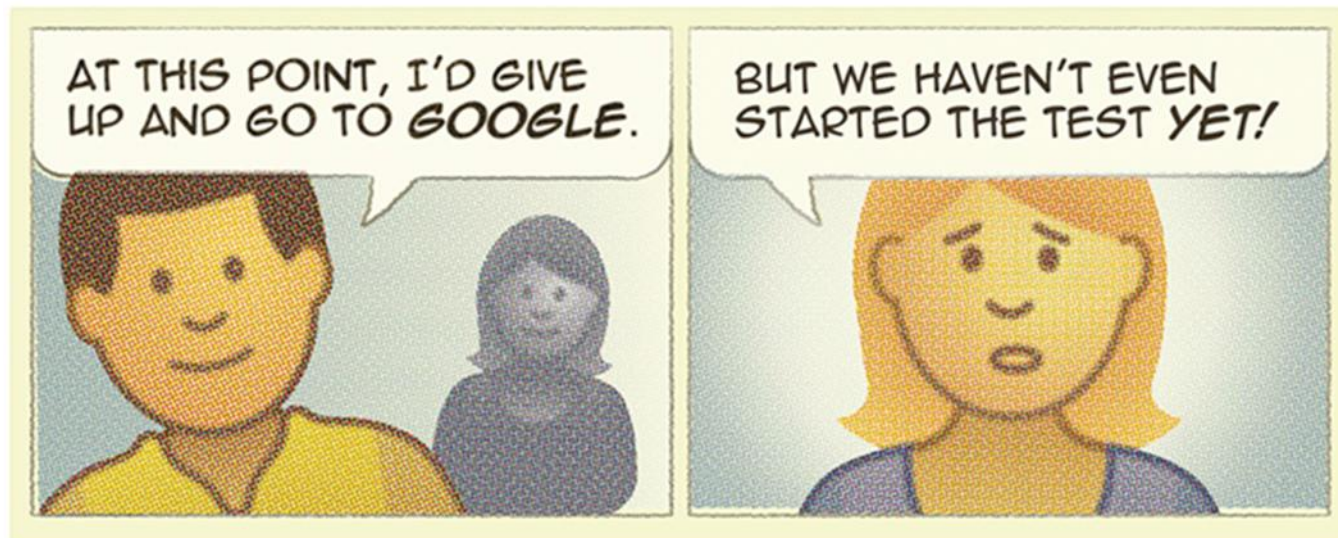
@ <https://www.crazyegg.com/>

# Hint for Running Real Testing

- Decide all Testing Criteria in Advance:  
*OS, Browsers, Screen Resolution, Test Location, etc.*
- Write a Script (Word-for-Word) in Advance
- Have a Permission Form & Pen Ready
- Give the Test Participants a Choice of Browsers
- Start the Screen Recorder
- Have Blank Browser Page on the Screen; then Click to the Website for them
- Try using a Coffee Shop or Lounge/Common Area for Testing
- Keep it Short <10 minutes is Excellent

# Running a Test

- Offer \$ or Incentives
- Remind the Test Participants that **They Cannot Do Anything Wrong**, we are Testing the Site not them
- Ask them to **Tell you What they are Thinking** as they Look Around or Conduct a Task on the Site
- Do Not Run Tests Longer than **20** minutes (<10min)
- Try to Take Around 10 Minutes
- Conduct **3** Tests



# Debriefing & Using the Information

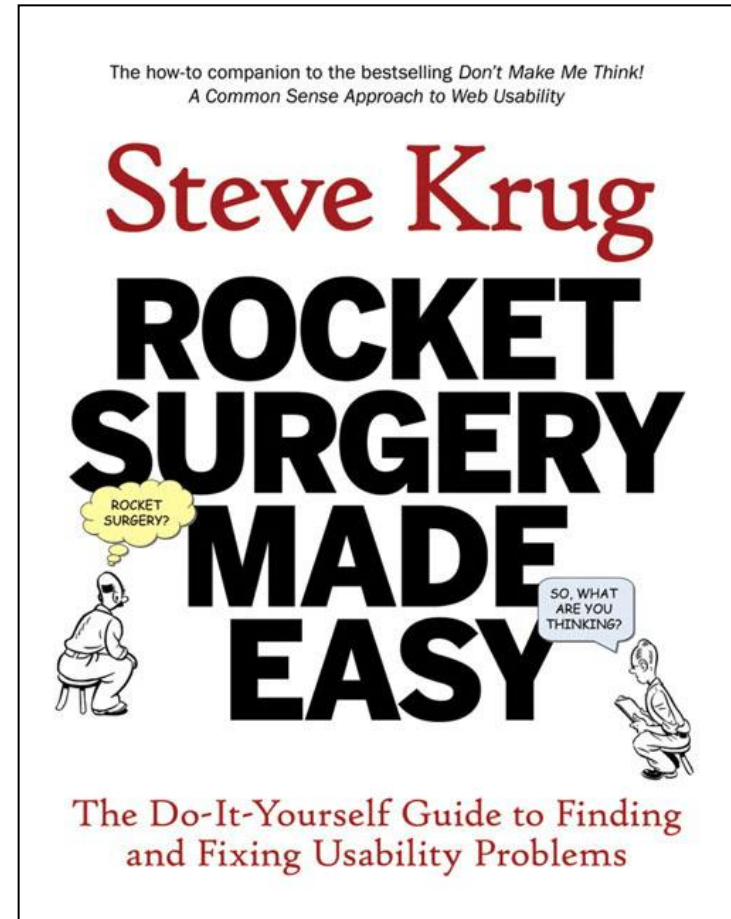
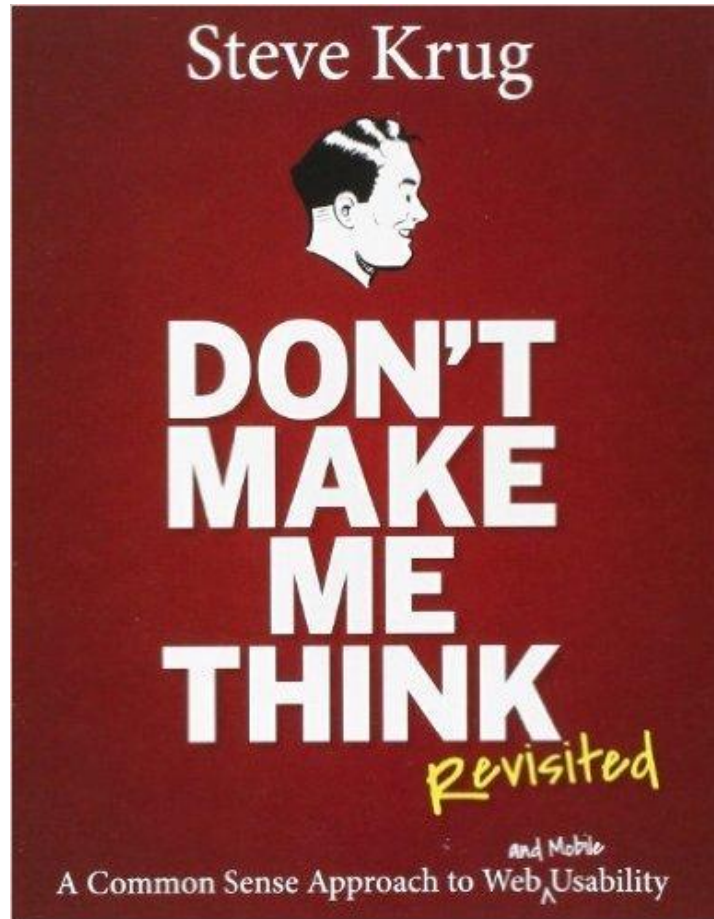
- Show the Results to those who need to know
- Look for Trouble Spots, Pauses, Questions and Continual Mouse Overs
- Where is everyone tested having trouble
- Then decide what to fix and in what order:
  1. **Fix Trouble Spots that Confuse Everyone**
  2. **Fix Spelling, Grammar and Syntax Errors**
  3. **Fix Simple Problems**
  4. **"Tweak" Complex Problems** to make them work, then look for the perfect solutions afterward's if time is available
- Retest your fixes during the next round of testing

# Preparing a Usability Report

- Keep the report simple, clear and to the point
- Avoid details that will disclose information about the test participants
- **Include the Following in the Report:**
  1. Summary of the Test:
    - Test Environment
    - Questions Asked
  2. Summary of Data
  3. Finding and Recommendations
    - Include what should be fixed and in what order
  4. Implementation Plan with Timeline
  5. Retesting Timetable



# Recommended Reading



[www.sensible.com](http://www.sensible.com)

Show Links then fill out Usability Test Project

# CONCLUSION

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*“View the Web Through Your TA’s Eyes”*



**There is NO  
“How to Write for Mobile”  
There’s only Good (Web)  
Writing Period!**

**Karen McGrane  
(Content Strategy for Mobile)**

# Why We Need to Design Well

- **“Don’t Make Me Think”; it Hurts My Brain**
- We Don’t Read We Scan
- **Predictability Ensures Usability**
- We Don’t make Optimal Decision
- We Choose the 1<sup>st</sup> Reasonable Option
- We Don’t Figure Things Out; We Muddle Through
- **Content Above the Fold** is More Important than Below the Fold
- Size of the Fold is Reduced on Small Devices
- To **Get Your Message Across SIMPLIFY!**

# What We Can Do!

- **Use Analytics to Get Customers** not Hits
- **Practice Proper Web Design**
- Validate your HTML5 & CSS Code
- Choose Keywords & Phrases wisely on each Separate Page
- Clear Concise Writing for the Web using “**Natural Language**”
- Remove Repetition
- Never Change Controls or Search Box Locations
- Make your Site WCAG 2.1 Compliant
- Test as often as you can!
- Test with Real People!
- Ask **Your TA** to Do Something;

**The Call to Action**

# Source Notes

- World Wide Web Consortium (w3c.org) is the Main Reference Source for all HTML, HTML5, CSS, CCS3, XML Specifications & Web Accessibility Standard used in this Presentation and they hold Copyright and Trademarks.
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