CHAPTER 3 ASSIGNMENT

Overview

When looking at a website, search engine crawlers see much more than a human can. In this assignment, you will analyze a website as if you were a search engine. The website for analysis is https://www.adventurecity.com/, belonging to an amusement park in California.

Before answering the questions

1. Download and install your own personal crawler program called Screaming Frog: https://www.screamingfrog.co.uk/seo-spider/.
2. Visit the website: https://www.adventurecity.com/.
3. Use Google.com to do a search for "Adventure City California."
    a. The company website should be one of the first results. Note: The text you see in the search result about the company may not appear on the actual website because it is considered metadata about the website homepage and appears only in the code of the page.
4. Use Google to check the indexed pages of the website by searching "site:adventurecity.com."
5. Perform a crawl of adventurecity.com using Screaming Frog.

Answer the following questions

1. When you searched for "Adventure City California," what text appeared alongside the URL of the home page? (The clickable link text and the description below it.)
2. When performing a **site**: search of the website, how many web pages of the site does Google have in its index?
3. How many total files did the Screaming Frog crawl identify?
4. How many image files did the crawl identify?

5. Locate the 2 pieces of text you found in Question 1 within the crawl report. What are the actual names for these pieces of metadata (how are they labeled)?
6. What is the total character length of the home page's Meta Description?
7. What is the largest file of the website (in KB)?
8. According to the crawl, what is the word count of the home page?
9. What day was the home page last modified?
10. The External tab at the top of the crawl report shows the list of websites that adventurecity.com is linking to. Which website does adventurecity.com link to?