1. What does SEO stand for? What does it mean?

2. Write a meta description for your school newspaper.

|  |  |
| --- | --- |
| 3. The current image tag for this photo is <img src=“IMG\_0921.jpg” alt=“”>. Improve it. |  |

4. Write an SEO-friendly headline for this story:

*Christopher Ryder, the captain of the Hudson High School debate team, will compete in the state tournament on Monday, May 2, after qualifying at the regional competition in Purcellville.*

5. Write an SEO-friendly headline for this story:

*Wilson High School junior class president Lori Kennedy has announced that this year’s prom theme will be “Time of Your Life.” Prom will take place Saturday, April 26, at the Wilson Inn and Suites Hotel.*

**KEY**

1. What does SEO stand for? What does it mean?

**Search engine optimization is the process of modifying your website to increase its relevance ranking on search engines such as Bing and Google.**

2. Write a meta description for your school newspaper.

**The description should include the type of coverage on the site and key facts about your school and the such as the name, city, location, mascots. For example: The Wilson Watch provides coverage of breaking news, sports, entertainment and more about Wilson High School in Wilson, N.Y. — the home of the Wildcats.**

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| --- | --- |
| 3. The current image tag for this photo is <img src=“IMG\_0921.jpg” alt=“”>. Improve it.  **Need to change filename and add as many details as possible in the “alt” value.**  **<img src=“dog.jpg” alt=“brindle and white dog chewing rawhide bone”>** |  |

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**Debate team captain to compete at state May 2**

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**Junior class unveils ‘Time of Your Life’ as theme for April 26 prom**