

Keywords: mask protect covid-19

I don't know when this course run, because top 10 of result get 30/30 for SEO by Website Grader by Hubspot. Cause of sensitive and importance-needed information, I think cdc should try more to optimize their site for search.

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cloth-face-cover-guidance.html>

Performance: 11/30

SEO: 25/30

Mobile: 20/30

Security: 10/10

1b. Perform in-depth keyword research for that website

- Long-tail keyword: when combine CDC in keyword, it reached to top 3, may be based on the updated day (off-site page). I made this search because in July, in my country, we have some papers that got updates that covid-19 can infect by **Inhalation** of air, and they say so that we should not care to much about mask: guideline is seem to be misunderstanding. I can't fit any key-word to make it become top 1.
- 5 key-word: I think a search like 'quest google' is popular in my country, and people love to finding EVIDENCE for their theory instead of finding the truth.

Key-words	How: does mask protect from covid-19?	What: mask can protect me?	Where: can I remove mask but still safety?	Why: should I wear mask?	When: does the covid-19 end?
Stage of search (Finding what)	Evidence to convince	Mask for using	Change to feel safety and freedom	Evidence cause of confusing by media	Confusing
Type	Navigational Informational	Transactional Informational	Informational	Navigational	Navigational Transactional
How it helps?	A substitute	Yes/ No to wear masks	Protect and replace a substitute	Is that a only one way?	Chance and patience
Draw in organic traffic	Certified evidence for being gotten from another	Still evidence, but to sell and control 'marketplace	Provide a substitute chances	What is viewpoint?	The next visited time

	pages.	need'			
Compete	Best for practicing.	No,	Yes, have chance	Depend on the viewpoint	Always hot, but you can't win the theory teller.

1c. Describe the website's audience

What gender is likely to frequent this site, and perform searches related to this websites products and/or services? Where did you obtain this data?

Based on the 'marketplace need', I guessed that women - just a deductive guess. But 'more than 70 per cent of workers in the health and social sector are women' and 'man are consistently dying in higher numbers than women'.

Link: <https://blogs.unicef.org/evidence-for-action/caring-in-the-time-of-covid-19-gender-unpaid-care-work-and-social-protection/>

Where is the majority of this audience from? Where did you get this data from and what does this tell us about potential ways we may be able to reach this audience organically? This could be potential content ideas, new information to add to the site, or specific keywords.

Inspite of word of mouth, that's a advantage if you make their believe in the official sources. I got a look in google trends for this question, and have a correlation between the spread of covid-19, income country and anti-epidemic efforts. Because they are have their CDC, I got that I don't have any idea, because it's so different in diffirent countries. But lock-down and attention level is a advantage.

link: https://trends.google.co.uk/trends/story/GB_cu_JSW_pHABAADqAM_en

What are the primary traffic sources for this website? For example, are most people visiting from a desktop device, mobile device, or getting referred from social networks? What useful information can this provide about how we can best reach this audience?

May be, the information that is relevance to the trends and what they're concerned about (available evidence), so why not make an prioritized-brief-search for update base probability? (depend on headlines)?

About device, in my opinion, the length of articles should compatible to device (In my country, fake-news is love platforms and contents that can help to enough news (may be include images) in one screen-shot.

Did you obtain any other information about this websites potential target audience you feel would be useful? Why or why not?

Authorized resources, so I can split readers by specialization, get or to verify, just a bit or whole the informations, and to prove for someone else or their self. A 4-who-analyzation sounds good.

1d. A fiction character

Name: Mary Olivia

Job: Passionate student

Prolem: A lot of her surround people get and say fake-news and anti-somethings.

Individuals: argumentative, trained, vulnerable.

Part 2

Four Key pages (Screaming Frogs) (a lot of things were gotten so just the first that is listed here) (cause of amounts of database, a lot of hyperlinks)

Page URL	https://www.cdc.gov/	https://www.cdc.gov/coronavirus/2019-ncov/index.html	https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html	https://www.cdc.gov/coronavirus/2019-ncov/science/science-briefs/index.html
The page	Home page	Summary about covid-19	Symtoms	Science-briefs
Title Tag	Centers for Disease Control and Prevention	Coronavirus Disease 2019 (COVID-19) CDC	Symptoms of COVID-19 CDC	Science Briefs CDC
Meta Description	As the nation's health protection agency, CDC saves lives and protects people from health, safety, and security threats.	Find links to guidance and information on all topics related to COVID-19, including the COVID-19 vaccine, symptom self-check, data, and other topics.	Learn about common COVID-19 symptoms, when symptoms may appear, and when to seek emergency medical care.	CDC is learning more about how COVID-19 spreads and affects people and communities. Learn more by viewing scientific briefs and agendas.
H1	The National Institute for	Get Vaccinated!	Symptoms of COVID-19	Science Briefs

	Occupational Safety and Health (NIOSH) (and a lot of)			
H2	Workplace Safety and Health Topics	After Your Vaccine	Watch for Symptoms	Updated: Vaccines and Vaccinations