(dot)
dk

The Web-site

USER-DRIVEN CREATIVE ACADEMY

Innovation workshop at Aalborg University

U-CrAc Workshoppen | Koncepter | Forskning | Case-samarbejdspartner | Student Ressources | Kontakt

U-CRAC WORKSHOPPEN

Rediger

U-CrAc er en bruger-centreret tværfaglig workshop der er afviklet hvert år siden 2008, hvor studerende fra Aalborg Universitet skal arbejde med innovation og forskning i et tilrettelagt praksisforløb sammen med virksomheder fra både den private og offentlige sektor.

Workshoppen udspiller sig over to uger og hver uge har sin egen fase. De to hovedfaser er:

– **Observation & analyse** – hvem er brugerne og hvad er problemet?

– **Syntese & Realisering** – fra initierende idéer til konceptforslag

I hver fase er der et tæt samspil mellem undervisningen og det praktisk studenter arbejde, dette betyder at de studerende præsenteres for begreber, metoder og værktøjer, som de umiddelbart efterfølgende skal anvende. På denne måde sikre undervisningen workshoppens progression og sikre de studerendes læring.For at optimere processen bliver de præsenteret for en værktøjskasse af forskellige metoder, der kan være gavnlige i konceptudviklingen.

TWO TOPICS

1) HOW DO WE USE WORDPRESS FOR U-CRAC

2) HOW DO YOU OPTIMIZE CONTENT FOR SEARCH?

The Web-site

WordPress

Content management system

The Web-site

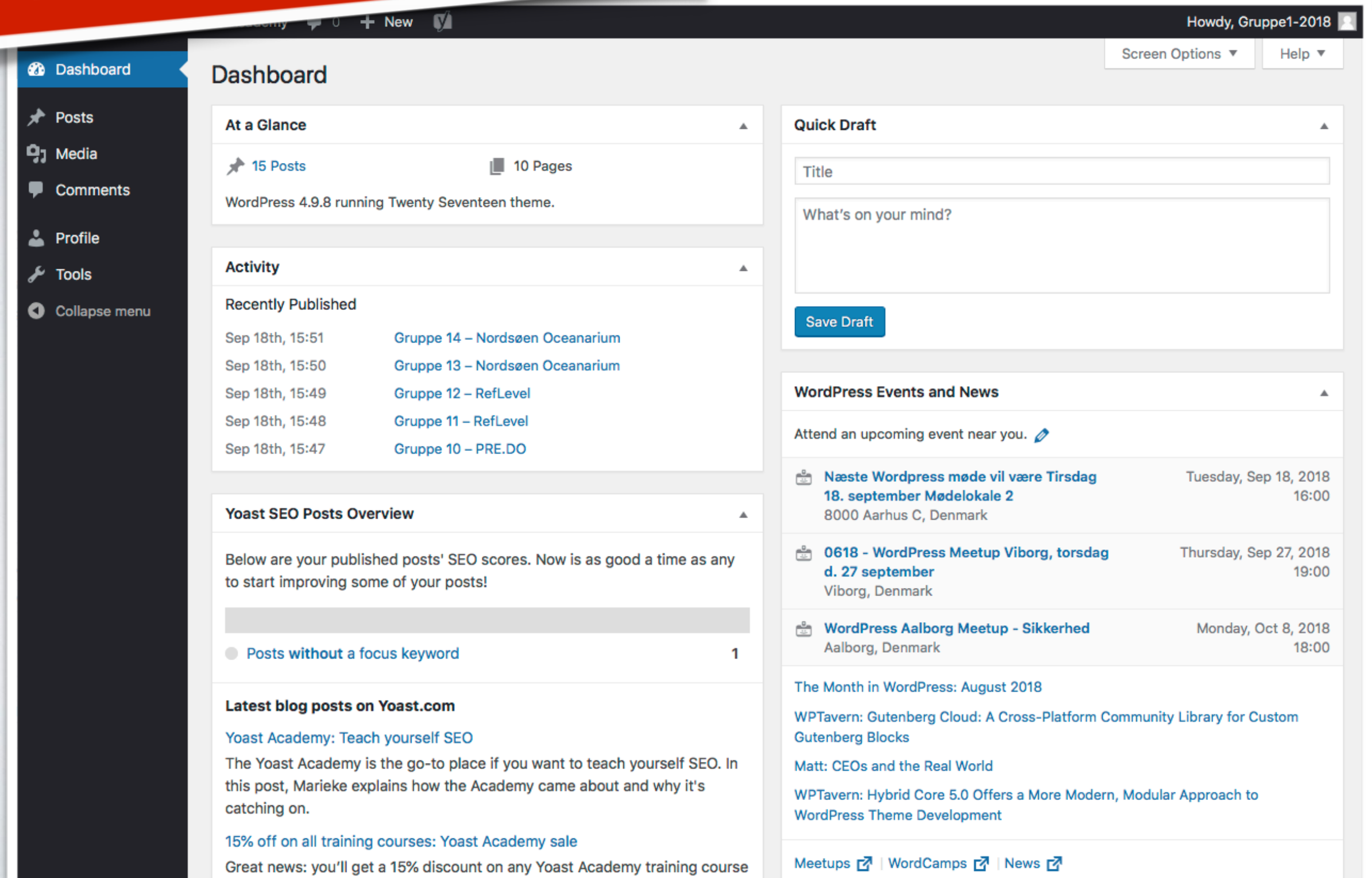
- Tool to edit web-sites without coding (mostly)

- Editing the web, through the web (tool agnostic)

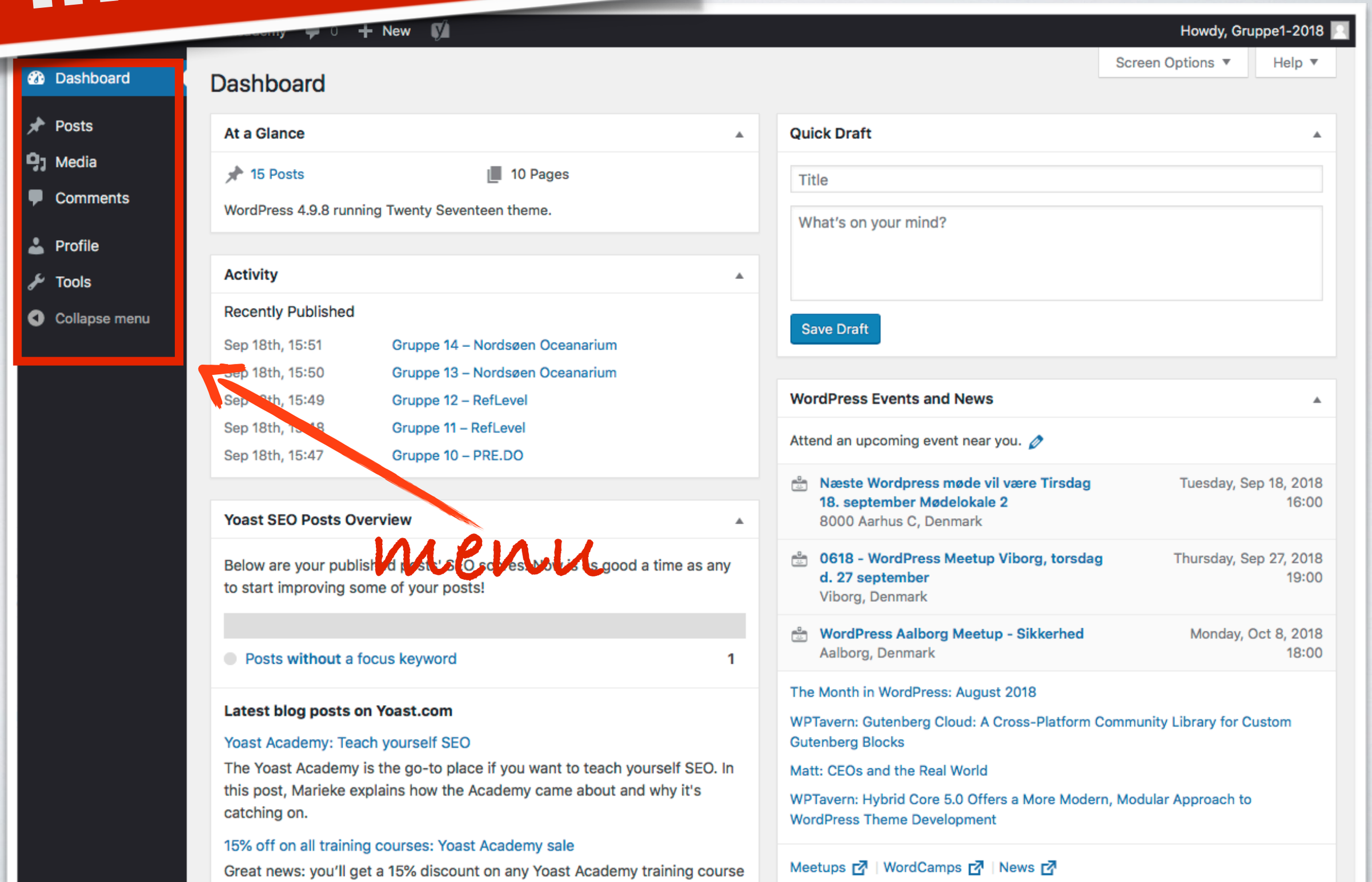
- Is really easy to learn (and actually to master too)

- If you can use one CMS, you can basically use all

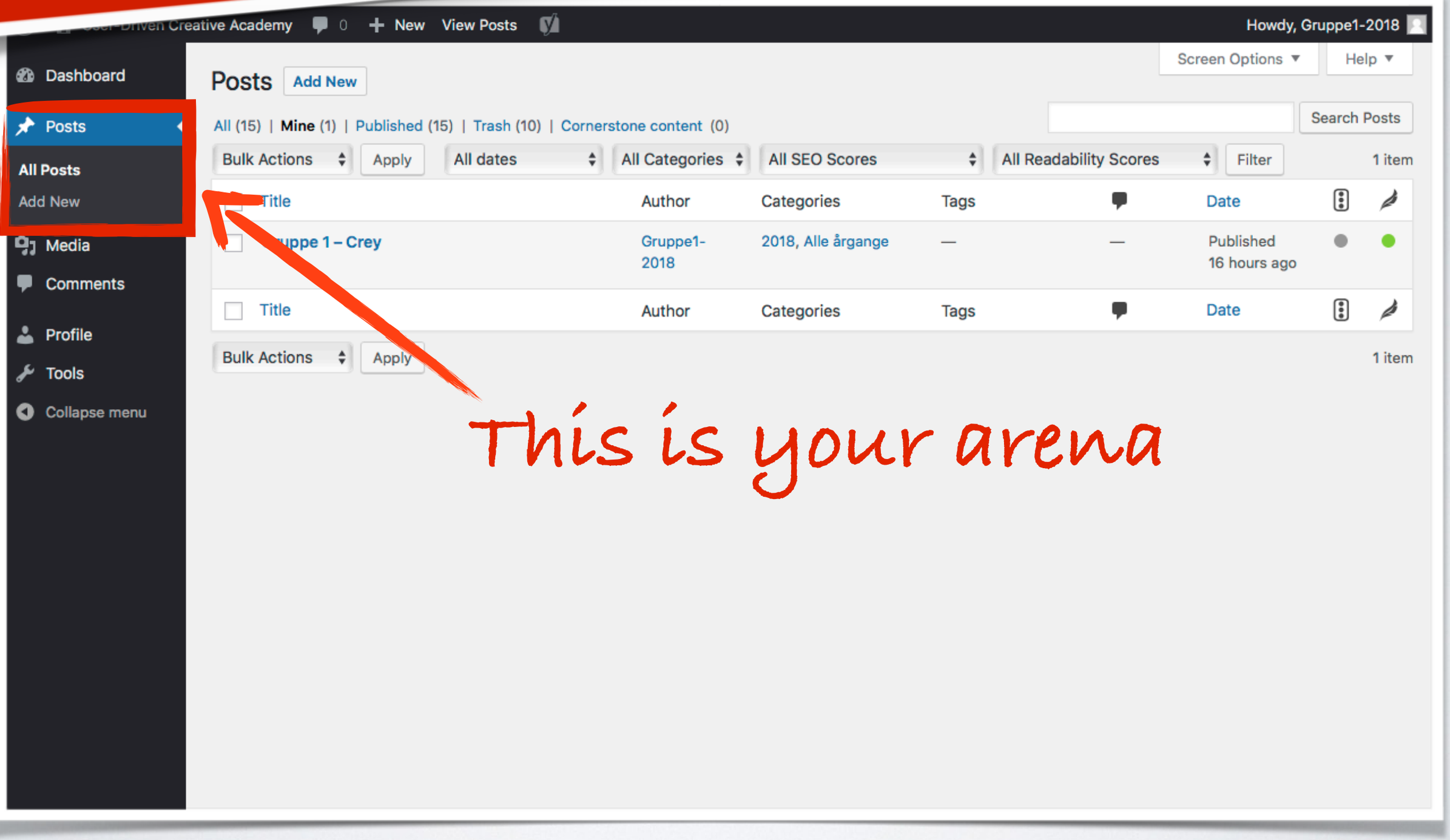
Intro to CMS


New
Howdy, Gruppe1-2018
Dashboard
Posts
Media
Comments
Profile
Tools
Collapse menu
Dashboard
Screen Options
Help
At a Glance
15 Posts
10 Pages
WordPress 4.9.8 running Twenty Seventeen theme.
Activity
Recently Published
Sep 18th, 15:51 Gruppe 14 – Nordsøen Oceanarium
Sep 18th, 15:50 Gruppe 13 – Nordsøen Oceanarium
Sep 18th, 15:49 Gruppe 12 – RefLevel
Sep 18th, 15:48 Gruppe 11 – RefLevel
Sep 18th, 15:47 Gruppe 10 – PRE.DO
Yoast SEO Posts Overview
Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!
Posts without a focus keyword 1
Latest blog posts on Yoast.com
Yoast Academy: Teach yourself SEO
The Yoast Academy is the go-to place if you want to teach yourself SEO. In this post, Marieke explains how the Academy came about and why it's catching on.
15% off on all training courses: Yoast Academy sale
Great news: you'll get a 15% discount on any Yoast Academy training course
Quick Draft
Title
What's on your mind?
Save Draft
WordPress Events and News
Attend an upcoming event near you.
Næste Wordpress møde vil være Tirsdag 18. september Mødelokale 2
8000 Aarhus C, Denmark
Tuesday, Sep 18, 2018 16:00
0618 - WordPress Meetup Viborg, torsdag d. 27 september
Viborg, Denmark
Thursday, Sep 27, 2018 19:00
WordPress Aalborg Meetup - Sikkerhed
Aalborg, Denmark
Monday, Oct 8, 2018 18:00
The Month in WordPress: August 2018
WPTavern: Gutenberg Cloud: A Cross-Platform Community Library for Custom Gutenberg Blocks
Matt: CEOs and the Real World
WPTavern: Hybrid Core 5.0 Offers a More Modern, Modular Approach to WordPress Theme Development
Meetups | WordCamps | News

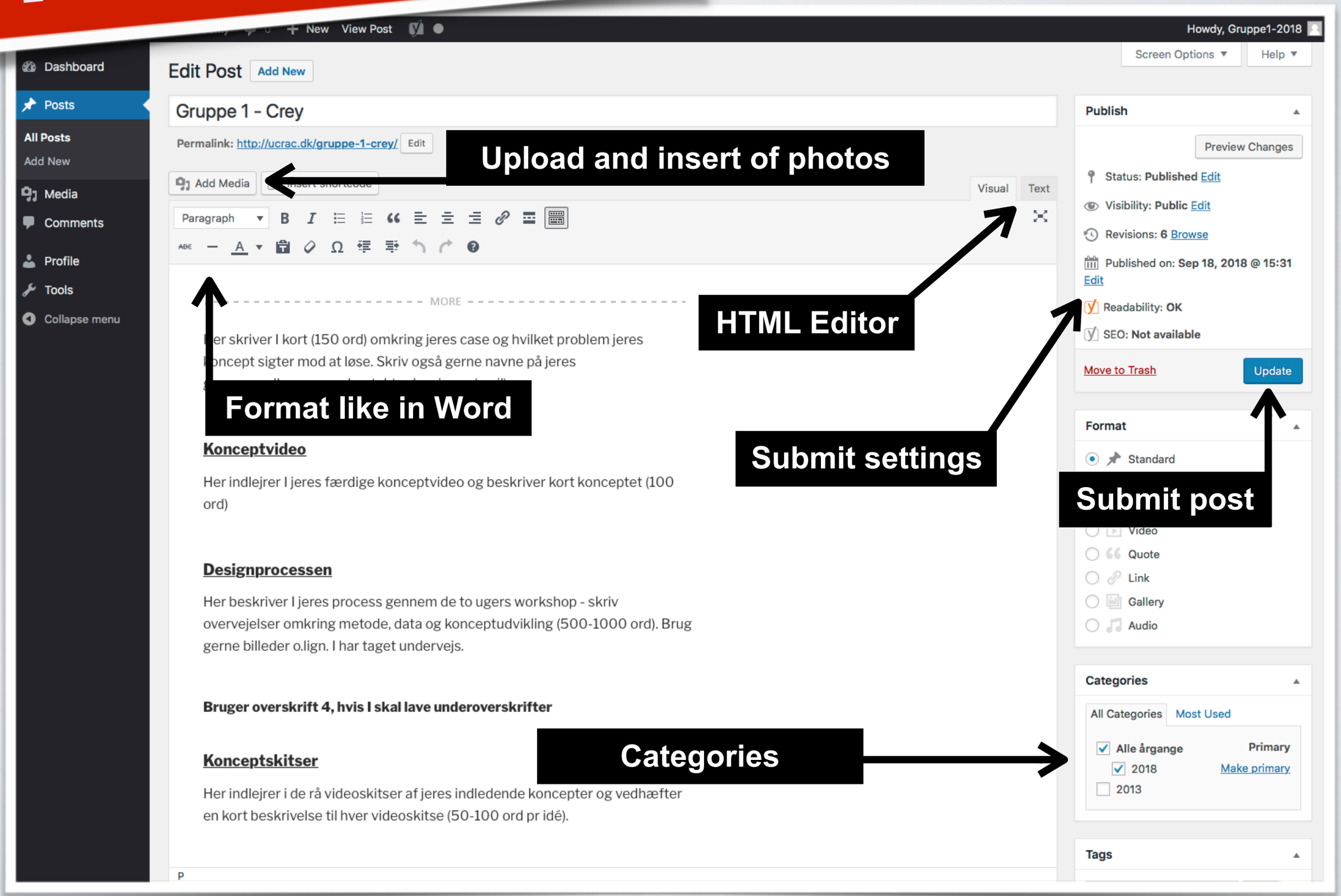
Intro to CMS


New
Howdy, Gruppe1-2018
Dashboard
Posts
Media
Comments
Profile
Tools
Collapse menu
Dashboard
Screen Options
Help
At a Glance
15 Posts
10 Pages
WordPress 4.9.8 running Twenty Seventeen theme.
Activity
Recently Published
Sep 18th, 15:51 Gruppe 14 – Nordsøen Oceanarium
Sep 18th, 15:50 Gruppe 13 – Nordsøen Oceanarium
Sep 18th, 15:49 Gruppe 12 – RefLevel
Sep 18th, 15:48 Gruppe 11 – RefLevel
Sep 18th, 15:47 Gruppe 10 – PRE.DO
Yoast SEO Posts Overview
Below are your published posts' SEO scores. Now is as good a time as any to start improving some of your posts!
Posts without a focus keyword 1
Latest blog posts on Yoast.com
Yoast Academy: Teach yourself SEO
The Yoast Academy is the go-to place if you want to teach yourself SEO. In this post, Marieke explains how the Academy came about and why it's catching on.
15% off on all training courses: Yoast Academy sale
Great news: you'll get a 15% discount on any Yoast Academy training course
Quick Draft
Title
What's on your mind?
Save Draft
WordPress Events and News
Attend an upcoming event near you.
Næste Wordpress møde vil være Tirsdag 18. september Mødelokale 2
8000 Aarhus C, Denmark
Tuesday, Sep 18, 2018 16:00
0618 - WordPress Meetup Viborg, torsdag d. 27 september
Viborg, Denmark
Thursday, Sep 27, 2018 19:00
WordPress Aalborg Meetup - Sikkerhed
Aalborg, Denmark
Monday, Oct 8, 2018 18:00
The Month in WordPress: August 2018
WPTavern: Gutenberg Cloud: A Cross-Platform Community Library for Custom Gutenberg Blocks
Matt: CEOs and the Real World
WPTavern: Hybrid Core 5.0 Offers a More Modern, Modular Approach to WordPress Theme Development
Meetups | WordCamps | News
menu

Intro to CMS


Creative Academy
0
New
View Posts
Howdy, Gruppe1-2018
Dashboard
Posts
All Posts
Add New
Media
Comments
Profile
Tools
Collapse menu
Posts
Add New
Screen Options
Help
All (15) | Mine (1) | Published (15) | Trash (10) | Cornerstone content (0)
Search Posts
Bulk Actions
Apply
All dates
All Categories
All SEO Scores
All Readability Scores
Filter
1 item
Title
Author
Categories
Tags
Date
uppe 1 – Crey
Gruppe1-2018
2018, Alle årgange
—
—
Published
16 hours ago
Title
Author
Categories
Tags
Date
Bulk Actions
Apply
1 item
This is your arena

Intro to CMS


New
View Post
Howdy, Gruppe1-2018
Dashboard
Posts
All Posts
Add New
Media
Comments
Profile
Tools
Collapse menu
Edit Post
Add New
Screen Options
Help
Gruppe 1 - Crey
Permalink: http://ucrac.dk/gruppe-1-crey/
Edit
Add Media
Visual
Text
Paragraph
MORE
Her skriver I kort (150 ord) omkring jeres case og hvilket problem jeres koncept sigter mod at løse. Skriv også gerne navne på jeres
Konceptvideo
Her indlejrer I jeres færdige konceptvideo og beskriver kort konceptet (100 ord)
Designprocessen
Her beskriver I jeres process gennem de to ugers workshop - skriv overvejelser omkring metode, data og konceptudvikling (500-1000 ord). Brug gerne billeder o.lign. I har taget undervejs.
Bruger overskrift 4, hvis I skal lave underoverskrifter
Konceptskitser
Her indlejrer i de rå videoskitser af jeres indledende koncepter og vedhæfter en kort beskrivelse til hver videoskitse (50-100 ord pr idé).
P
Upload and insert of photos
HTML Editor
Format like in Word
Submit settings
Submit post
Categories
Publish
Preview Changes
Status: Published Edit
Visibility: Public Edit
Revisions: 6 Browse
Published on: Sep 18, 2018 @ 15:31
Edit
Readability: OK
SEO: Not available
Move to Trash
Update
Format
Standard
Video
Quote
Link
Gallery
Audio
Categories
All Categories
Most Used
Alle årgange
Primary
2018
Make primary
2013
Tags

Intro to CMS

s indledende koncepter og vedhæfter
(50-100 ord pr idé).

Last edited by Peter on September 18, 2018 at 4:00 pm

Go Premium

t look like in Google's search results. Learn more about the Snippet Preview.

reative Academy

editing the snippet below. If you don't, Google will try
how in the search results.

2018 Make primary

2013

+ Add New Category

Tags

Add

Separate tags with commas

Choose from the most used tags

Featured Image

Banner 900x200px

Click the image to edit or update

Remove featured image

Intro to CMS

KONCEPTER

15. SEPTEMBER 2019
Group 15 – 2019

Læs videre

15. SEPTEMBER 2019
Group 14 – 2019

Læs videre

VIS KONCEPTER FRA:

2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
Alle årgange

ADMINISTRATION

Log ind
Indlæg-RSS

Demands for your site:

- Short case description (150 words)

- Concept video with short text (100-150 word)

- Design process description (500-1000 words)

- Video sketches with info (50-100 words each)

- A 900x200px banner logo for your concept

Access to the CMS

Each group has a user on the site, and I have created a concept ‘post’ for each group.

You will get a piece of paper with your login information - if you loose it or forget the password - contact me to get a new login…

MARIO
600

COINS
17

WORLD
1-1

TIME
165

Web 2.0 Platforms

Platform strategy...

YouTube

...for video

flickr imgur imgbb

...for large photos

Dropbox

...for exstra files

Platform strategy...

imgur
YouTube
flickr
Dropbox

Storage

WordPress

Show off

HTML

Rediger indlæg

Indlæg opdateret. Vis indlæg

Velkommen til min Portfolio

Permanent link: http://petervistisen.wordpress.com/2010/08/26/hello-world/ Rediger Vis indlæg

Get Shortlink

Upload/Indsæt

Visuel HTML

1

b i link b-quote del ins img ul ol li code more proofread lookup luk tags

<h1>Hello World</h1>

2

Velkommen til hvad der i løbet af den kommende til vil blive hjemsted for mit personlige web-site. Sitet vil primært være dedikeret mine aktiviteter indenfor brugerdreven innovation og interaktive digitale medier - centeret omkring forskningsmiljøet ved Aalborg Universitet, IT-Vest.

Jeg dybt passioneret omkring de nye mediers potentiale - og ikke mindst hvordan medier, maskiner og mennesker i samspil kan skabe bæredygtige sammenhænge og relationer i vores

Udgiv

Preview ændringer

Status: **Udgivet** Rediger

Synlighed: **Offentlig** Rediger

Udgivet: **26. aug 2010 17:55** Rediger

Flyt til papirkurv

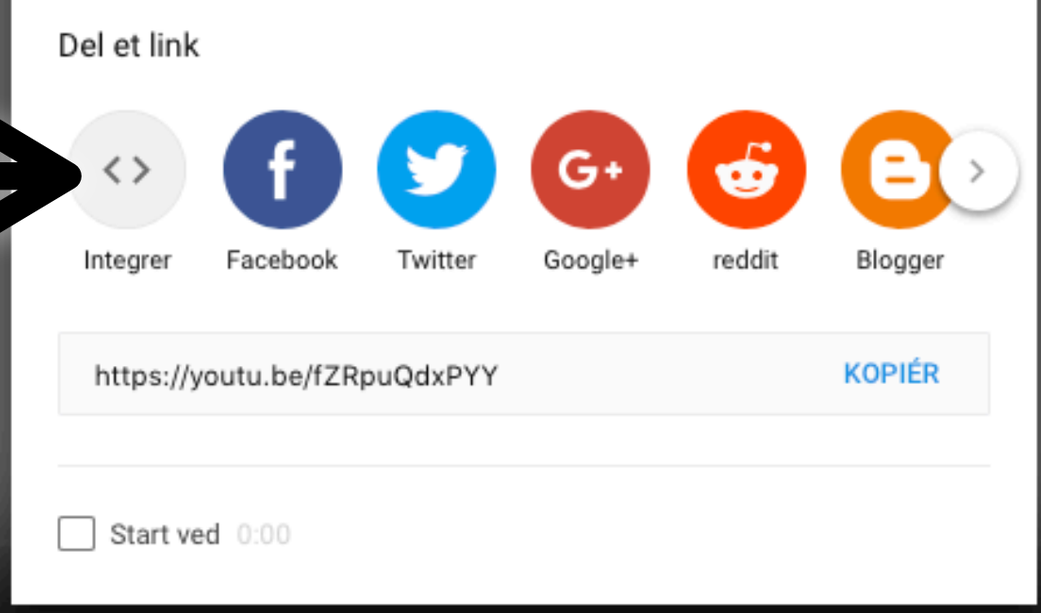
3

Opdater

Format

- (•) Standard
- ( ) Aside
- ( ) Gallery

PRESS



0:00 / 3:52

IDA Service - Innovation med fødevarelevering

75 visninger

0 0 DEL

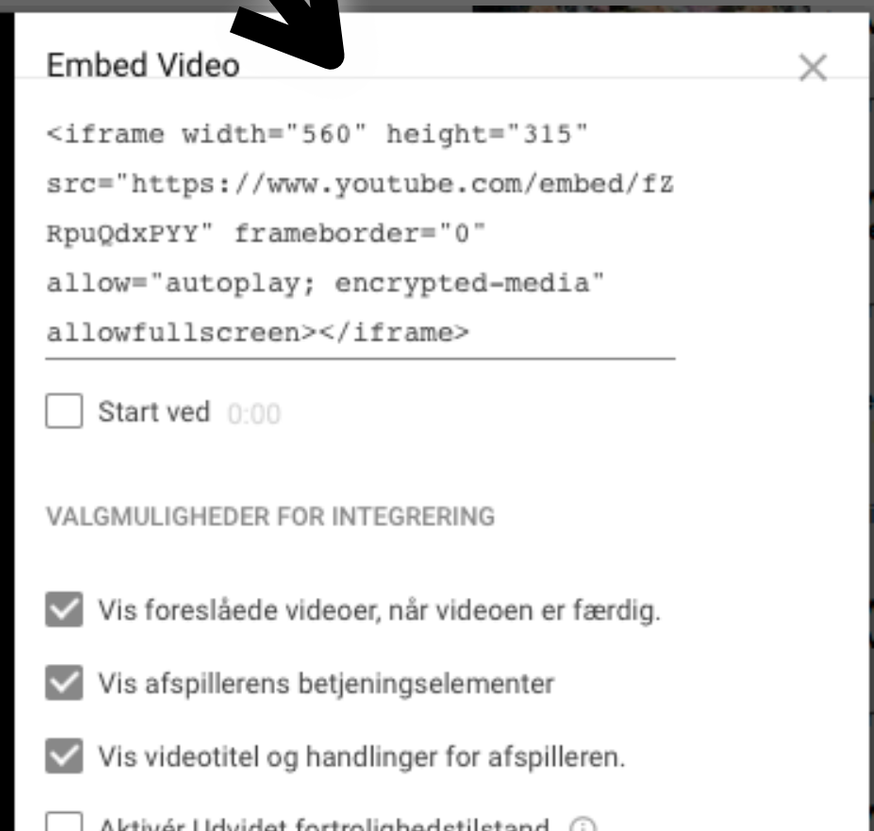
UCrAc
Offentliggjort den 8. jun. 2011

ABONNER 6

Concept video-sketch from the User-Driven Creative Academy (U-CrAc) workshop - held annually in Denmark by Aalborg University and UCN.

VIS MERE

COPY & PASTE



#1 - Indhold

```
<h4> Situation 1 </h4>
<iframe width="640" height="360" src="http://www.youtube.com/embed/qq4lYqjnM84"
frameborder="0" allowfullscreen></iframe>

<h4> Situation 2 </h4>
<iframe width="480" height="360" src="http://www.youtube.com/embed/2Hkx2ov8wRQ"
frameborder="0" allowfullscreen></iframe>
```

Almene HTML-tags

Indsæt billede

```
<img src="LINK TIL BILLEDE" width="BREDDE"
height=">HØJDE" />
```

Lav overskrift

```
<h1> din overskrift </h1>
```

Indsæt Link

```
<a href="LINKET">TEKST DER VISES</a>
```

Formal stuff

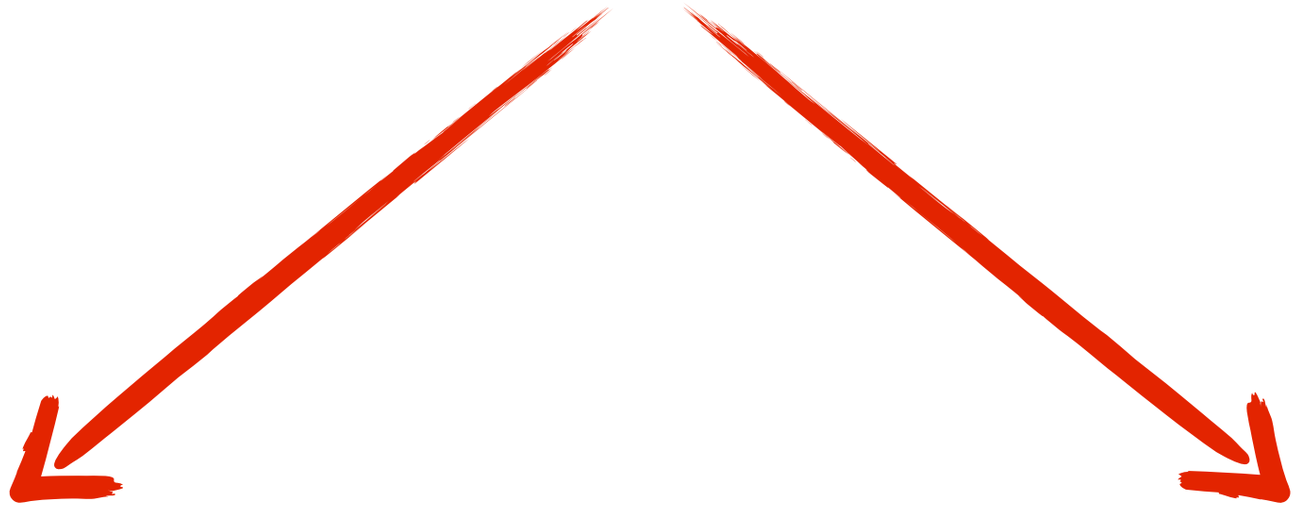
Please **make a group profile** on Youtube instead of using your own private accounts.

Don’t make more than **one final concept post**

Make sure to try off the CMS if you have not done so before - **no shortcut to experience!**

Remember to **save** your stuff often…

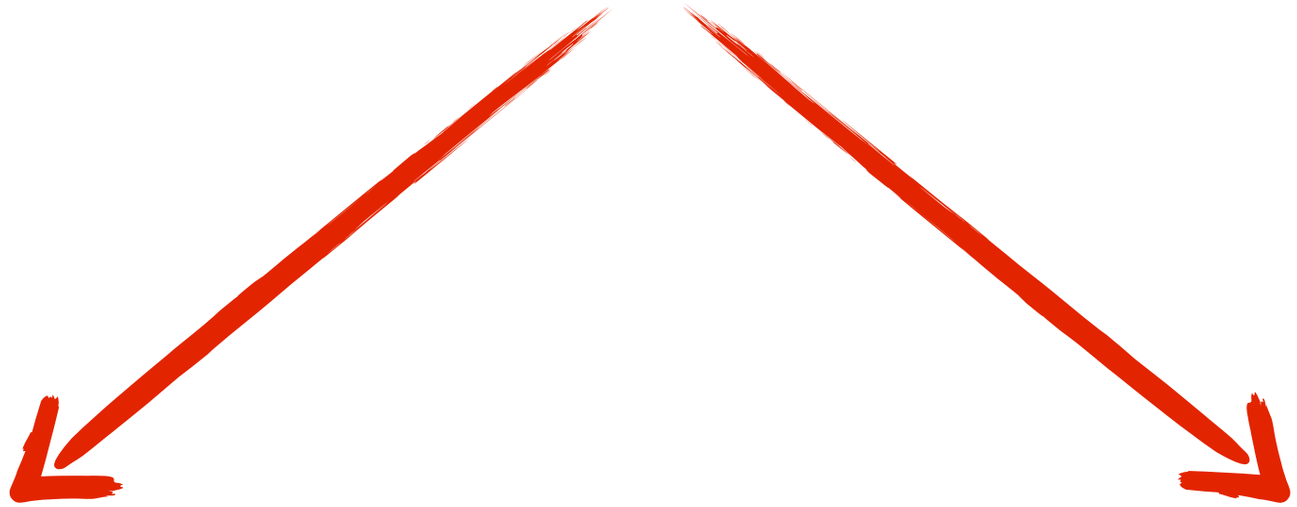
How does a web-visit typically begin?



www.kattevideo.dk/ninjacat#87

“Videos with cats”

How does a web-visit typically begin?



www.kattevideo.dk/ninjacat#87

“Videos with cats”

ONE MORE THING (BONUS)

SEO

[SEARCH ENGINE OPTIMIZATION]

Manual indexation…

This belongs to this, which is related to that, because of its proximity to these

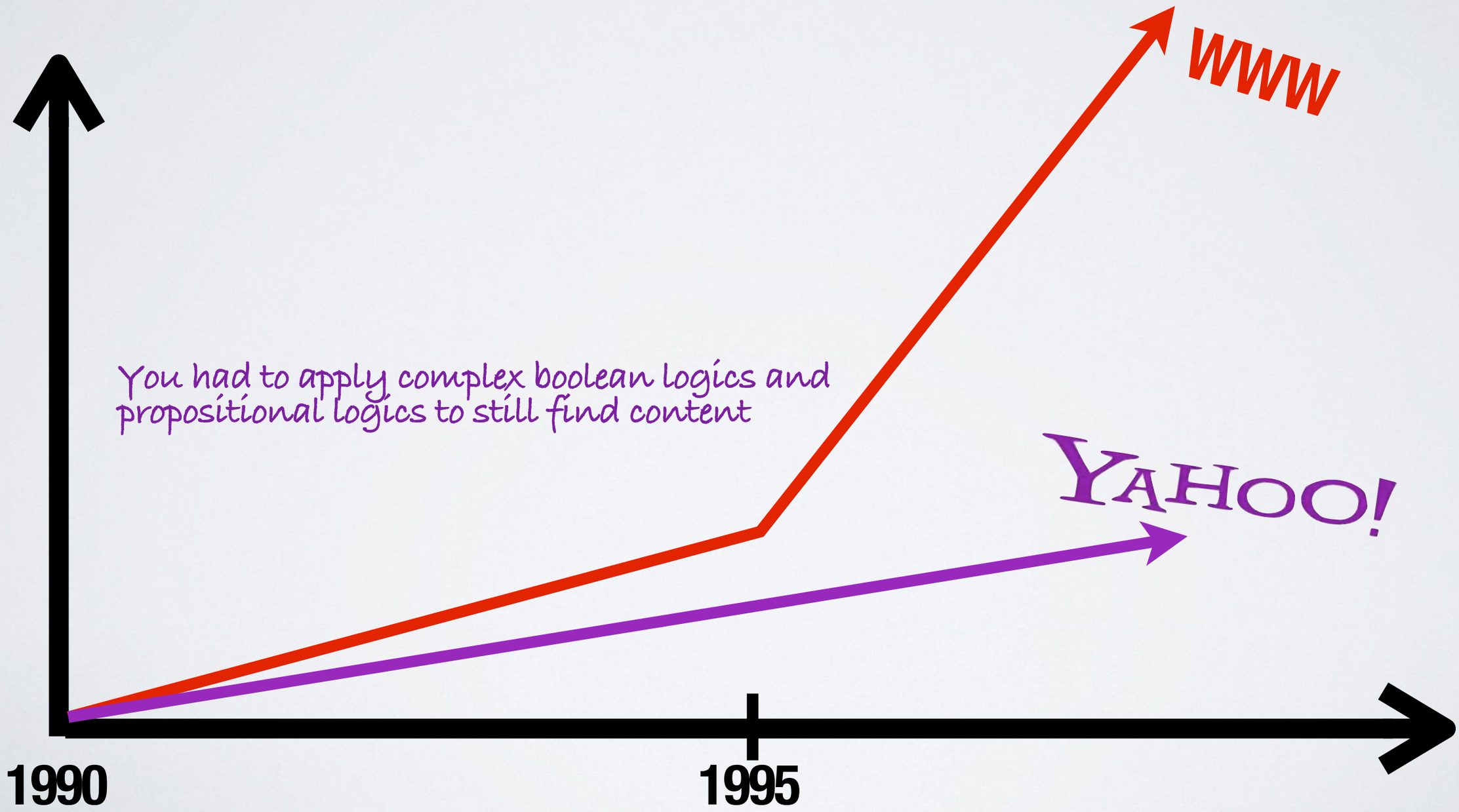
YAHOO!

Jubii

…same basic principles

Manual indexation…

…but in 1995 the internet began to explode in terms of content



Manual indexation...

...but in 1995 the internet began to explode in terms of content

From 1997 to 2000 there was as much information produced...

...as had been in the previous 30.000 years of combined human history!

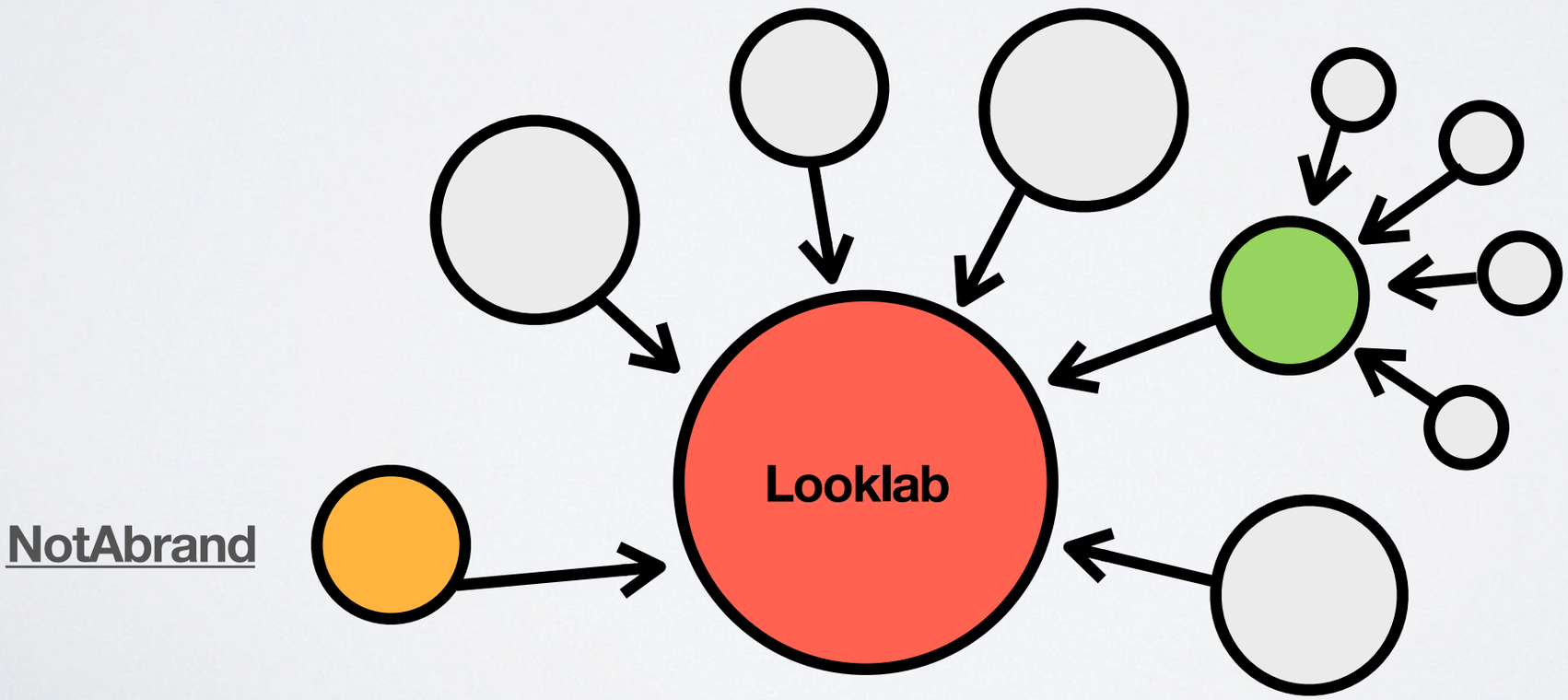
Google

The magic algorithm

Based on relevance and hierarchies of relevance

The killer feature of Google is how it can **assess the quality of content** not based on the content, but **how it related** to other content sources.

Suddenly **free text searching can generate relevant** and prioritized results - without ever understanding the content

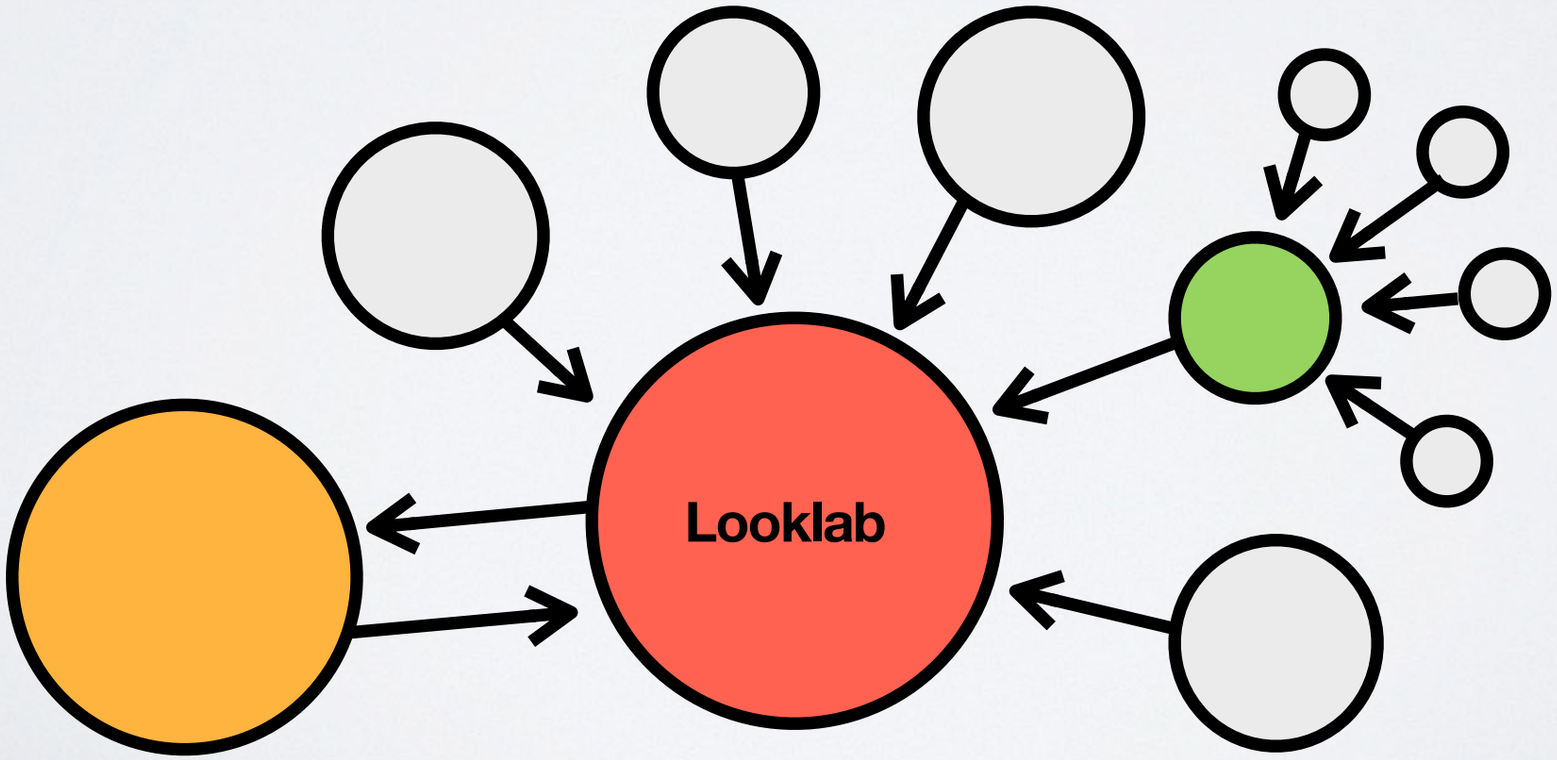


The magic algorithm

Based on relevance and hierarchies of relevance

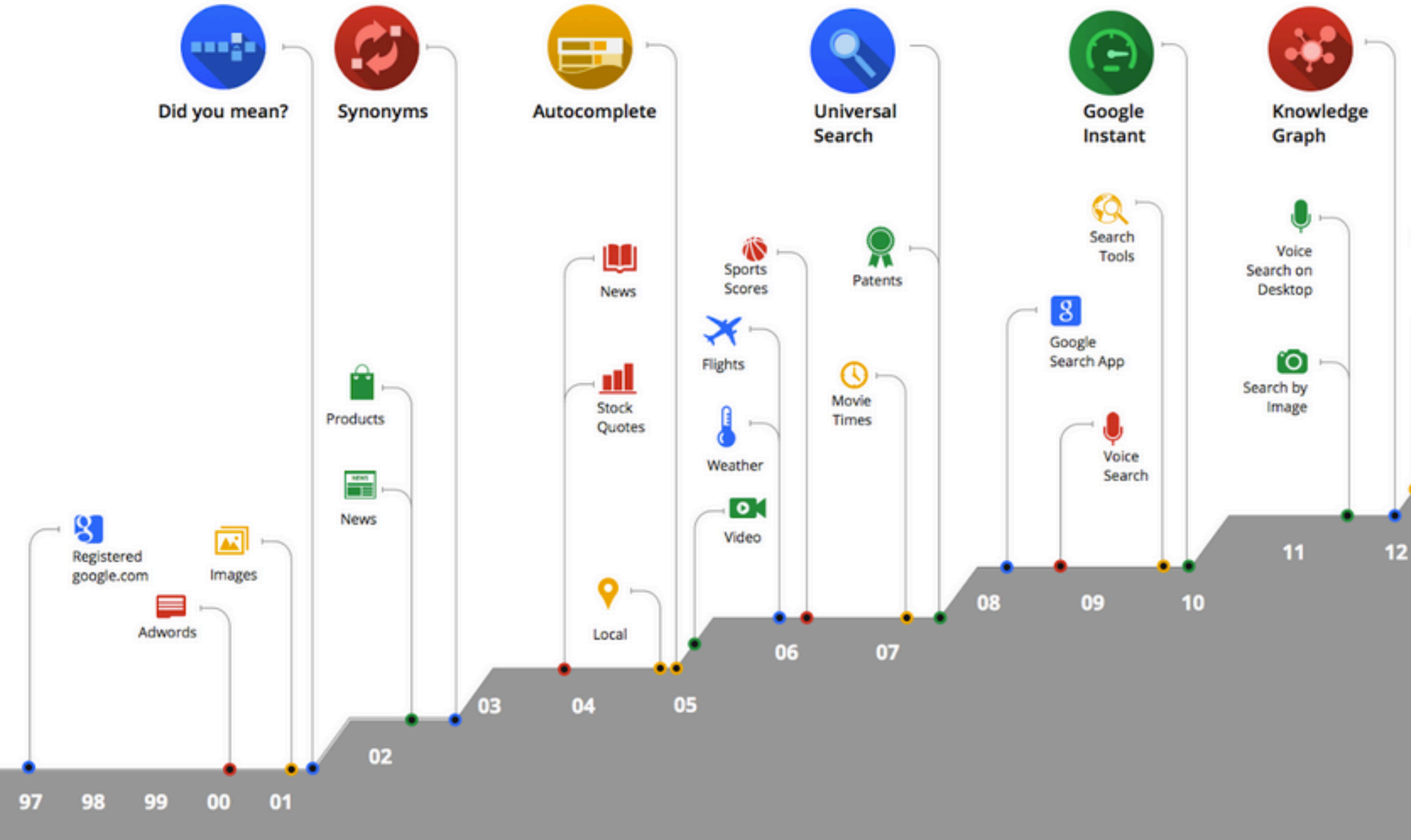
The killer feature of Google is how it can **assess the quality of content** not based on the content, but **how it related** to other content sources.

Suddenly **free text searching can generate relevant** and prioritized results - without ever understanding the content

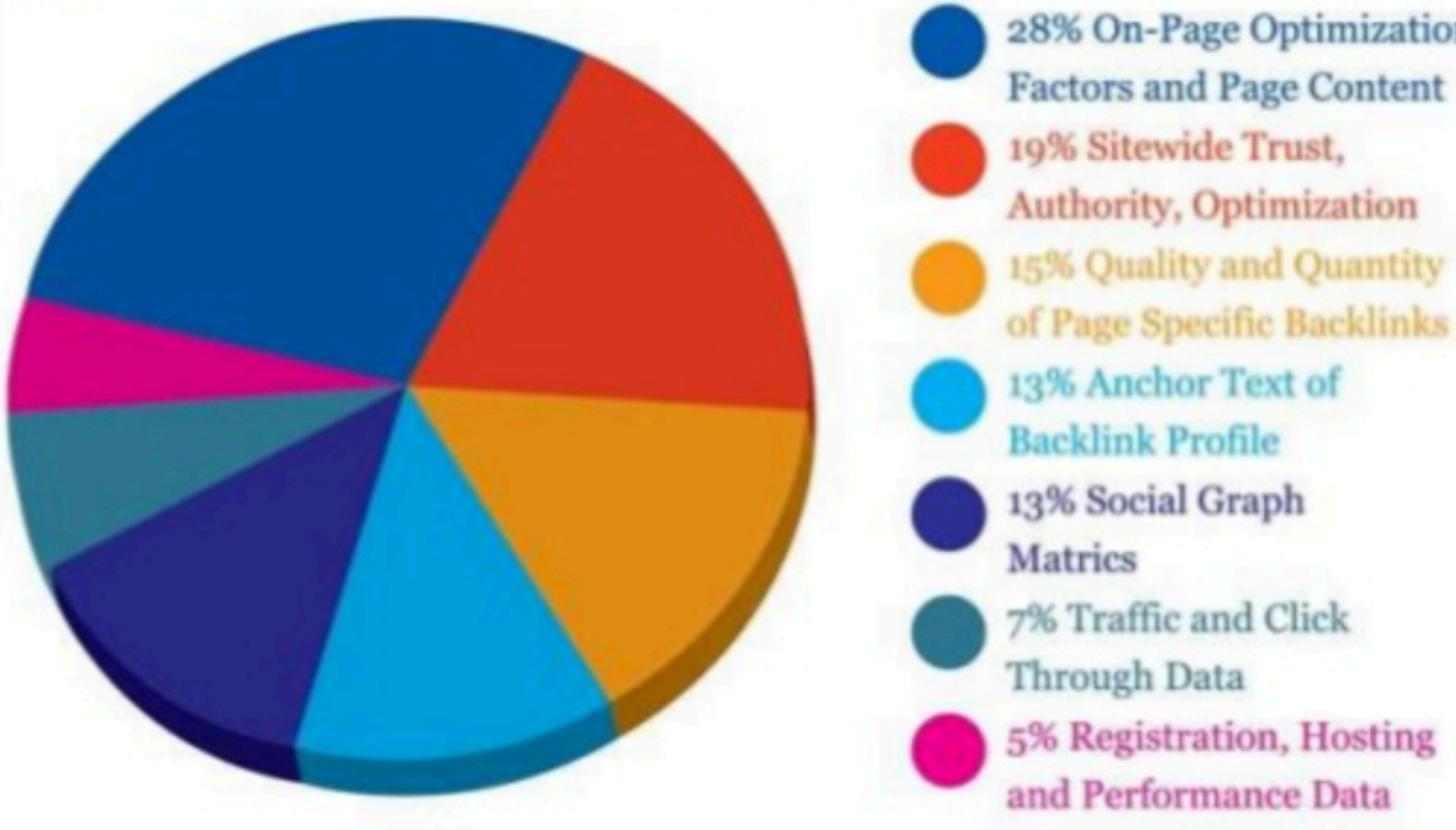


NotAbrand

Google Search Timeline



Google Search Engine Ranking Factors



Source: moz.com

ORGANIC SEO

[SEO ON THE COTENT WE DESIGN OURSELVES]

In a nutshell

Organically optimization basics…

1. Cross references and solid linking

Both **links from your own web-site** and **especially from other sites** creates a hierarchy of relevans, which Google uses to evaluate the ranking of each page.

2. Proper use of headings, paragraphs and lingo

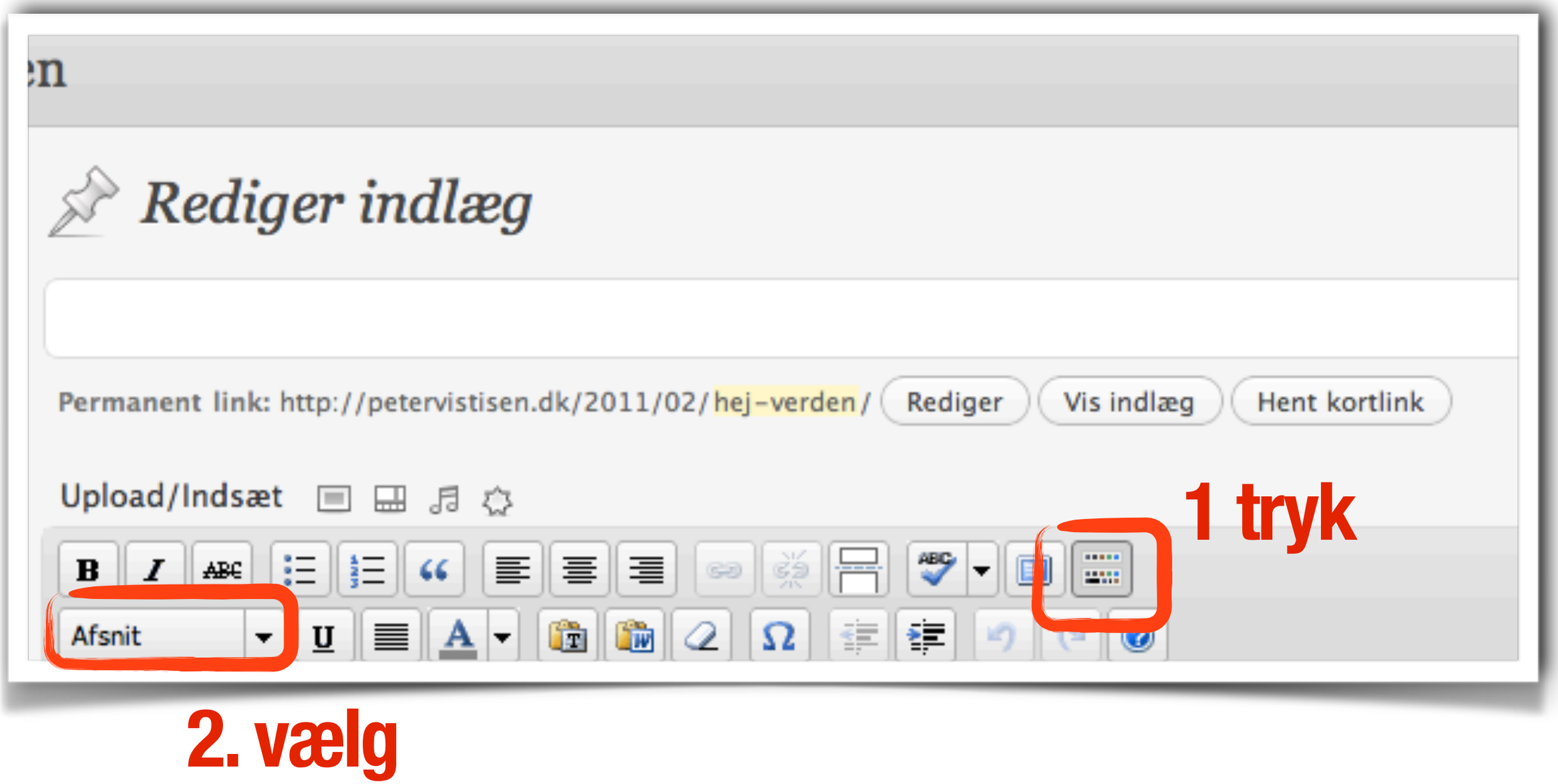
Google views every page as a **hierachy of information** - headings tells that everything else is thematically connected to the wording used in the heading and sub-headings. Headings, combined with **proper use of lingo**, are thus extremely important to support how the search engine recognizes and categories our content.

3. Meta-tags in the HTML

There a few so-called meta-tags which enable us to guide **the 'snapshot' Google reads** and portrays as its search result. through these tags, we can **determine the most relevant search words**, as well as control how other users see us in their results.

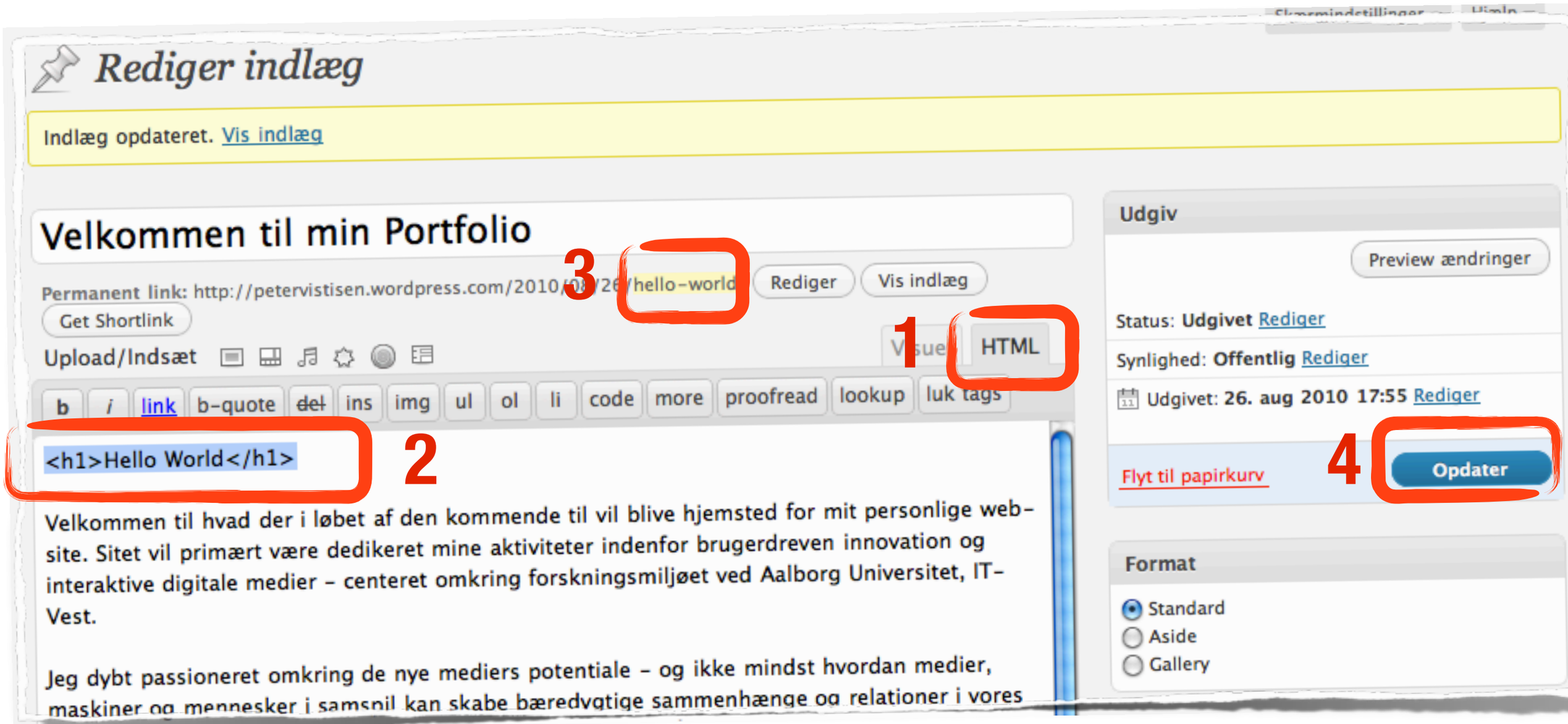
In a nutshell

Organically optimization basics…



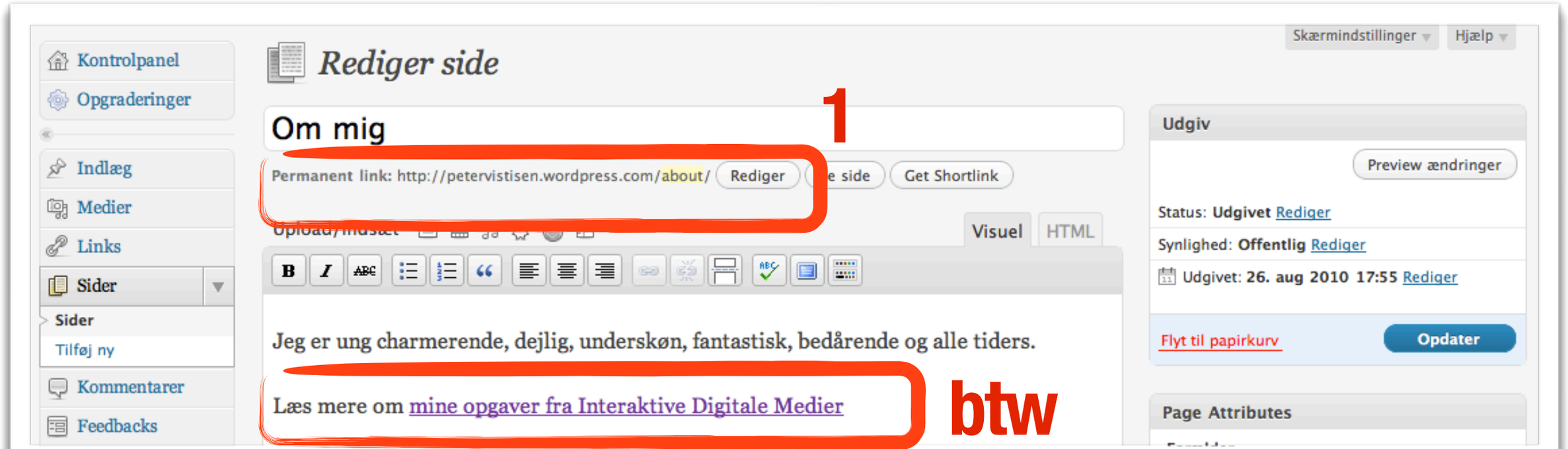
In a nutshell

Organically optimization basics…

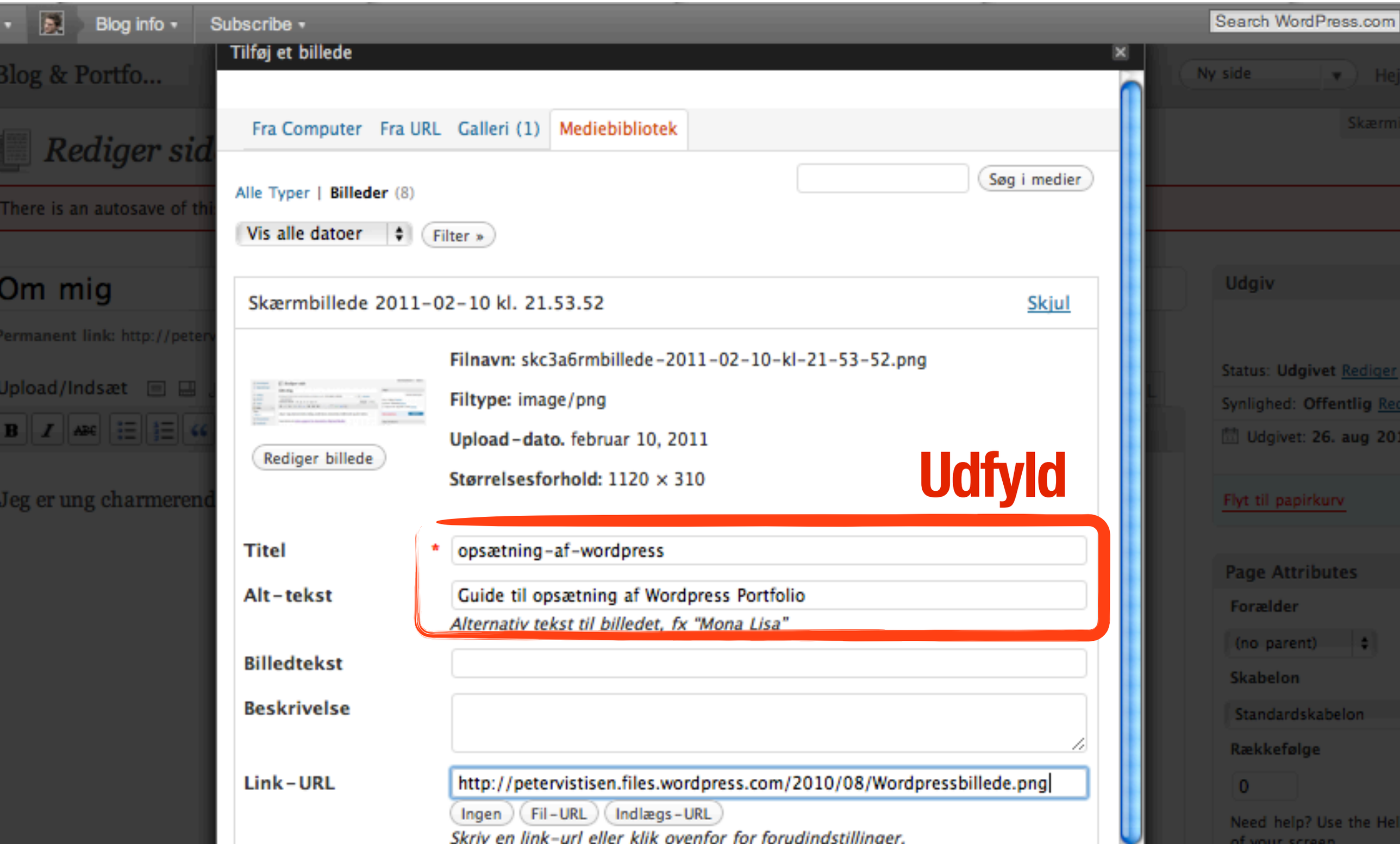


In a nutshell

Organically optimization basics…



…and pictures too!



...and then theres meta!

What is our title, and how would we describe ourselves?

Meta-data is the 'hidden' information which hides in the HTML code of the web-sites **<head>** section.

The two most important meta-tags for organic SEO is:

1. <TITLE> Titlen på dit web-site </TITLE>
2. <meta name="description" content=" KORT beskrivelse af dit web-site/>

On the U-CrAc web-site we have installed a SEO module to make these tags easy to apply.

Yoast SEO

Need help?

Go Premium

Snippet Preview

This is a rendering of what this post might look like in Google's search results. Learn more about the Snippet Preview.

Gruppe 1 - Crey - User-Driven Creative Academy
ucrac.dk › gruppe-1-crey

Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.

Live view of result

Edit snippet

1) press 'edit'

SEO title

Insert snippet variable

Title Page Separator Site title

2) edit title tag

Slug

gruppe-1-crey

Meta description

Insert snippet variable

Modify your meta description by editing it right here

3) edit description

Close snippet editor

Readability

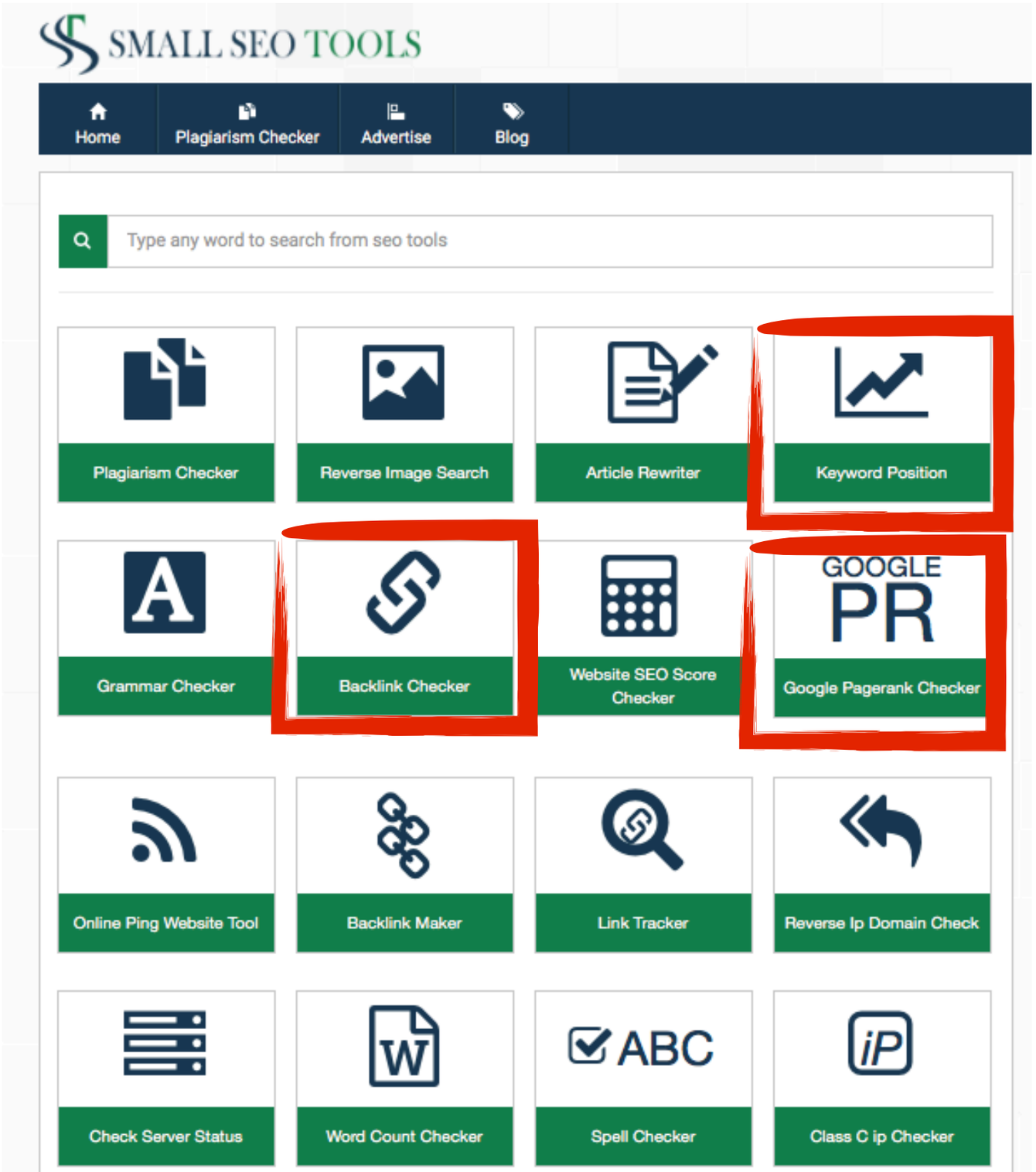
Focus keyword

Add additional keyword

Cornerstone content

SMALL SEO TOOLS

a catch all online ressource with a ton of value



www.smallseotools.com

DON'T PANIC

...it is hard to destroy something (100%)

...unless you got some malware (please don't!)

Questions?

GO GO GO!

Thank you!

AALBORG UNIVERSITY
DENMARK

InDiMedia
Center for Interactive Digital Media & Experience Design