Homework for Workshop 4 – November 29

Mastering Google

**Part 1**

1. Go to Google or any other search engine you use regularly –
2. Type your name/ organization’s name in the search bar
3. Take a screen capture of the entire results page and paste it here.

Is there a knowledge panel on the right-hand side about your organization?

Have you claimed and are you managing this knowledge panel?

What information does Google display about your organization on maps.google.com

Are you happy with the information that Google displays about you?

**Part 2**

1. Do a Google search that does not include your organization name but the category of work you are involved in.
   1. E.g. puppetry theatre
2. If your organization is not displayed on the first page of Google results, refine the search for instance by adding your town or other information until you do show up on the first page.

What is the search term, not including your actual company name that returned a results page with your organization on the first page?