

## **SEO 1 - Module SEO - Website & Competitor Analysis**

### **Assignment:**

Analyze the given website and its target audience, and document your findings in a Google Doc. Also, list five competitors of the website. Then, come up with 10 user-generated keywords relevant to the business

## **SEO 2 - Module SEO - Keyword Research**

### **Assignment:**

Use the Tools i.e., Uber suggest, Google Keyword Planner, SEMrush to research the keywords for yesterday's project.

Come out with Relevant keywords with search volumes and suggest which keyword you would suggest to rank the website to start with.

## **SEO 3 - Module SEO - On-Page SEO**

### **Assignment:**

Go to Google, search for any keyword, and analyse the presence of that keyword in Meta Title and Meta Description in SERP. Analyse it in the first page of and search result and the last page of the search result. (Save the website address you have checked in an excel sheet for further reference)

Based on the previous project, come out with Three sets of Meta Title (60-70 Characters) and Meta Description (156 Characters) for 3 different pages as per the content.

## **SEO 4 - Module SEO - On-Page SEO**

### **Assignment:**

Analyse the Header Tag (H1), URL structure and ALT Tags of the images for the websites you analysed yesterday.

## **SEO 5 - Module SEO - Technical SEO**

### **Assignment:**

Analyse 2 websites for following parameters

1. Page Speed – Gtmetrix.com or Pagespeed.dev

2. Secured Sockets Layer – Check for https://
3. Generate XML Sitemap

## **SEO 6 - Module SEO - Off-Page SEO**

### **Assignment:**

Build external links (20) in the Directories. Follow the below steps

1. Search in Google “Free directory submission with do follow”
2. Select one of the sites from the result page
3. Look for the list of websites
4. Open few websites and submit the link of post an ad

## **SEO 7- Module SEO - Website Audit**

### **Assignment**

Perform website audit for any service-based website (avoid ecommerce sites)

Go to seoptimer.com and perform the audit and generate a report as per below parameter

| Parameter | Readings | Recommendation |
|-----------|----------|----------------|
|-----------|----------|----------------|

## **SEO 8 - Module Analytics - Google Analytics**

### **Assignment**

Access the demo Google analytics account and explore the features.

1. No of users
2. Bounce rate
3. Source from where the users are coming
4. Location from where the users are coming
5. Which page users are visiting the most?
6. How to link Google Ads