

## **Project Title: Develop a SEO Tool to Analyze Live Web Pages**

### **Introduction**

Search Engine Optimization (SEO) is an important aspect of a Web page to gain importance for a search engine to be able to display it earlier in the search list. The optimization is based on a lot of factors such as title, description, header tags and keyword density. Different search engines will have their own mechanisms that calculate the score of a keyword on the page and thus work out its ranking in the search order.

### **Synopsis**

The course project is to develop a generic SEO toolset which will help a Web developer analyze live Web pages for keywords and other components of the page which contribute to SEO. The user should be able to provide the keywords of interest and understand their density patterns across the various components of the HTML page. The Web page analysis should be developed to be done in a batch mode where you can analyze hundreds of Web pages and the results should be saved as reports in spread sheets with graph presentations wherever necessary.