**Peer-graded Assignment: Analyzing Website Rankings and Recommendations to Improve Its Position**

**Part 1:**

Part 1a:

The website that I decide to choose is a website for a school in my city.

The website ranks very poor even for regional queries and I wish to analyze its faults and help out if possible.

Domain: <http://www.mspsbly.com/>

The main goal for this website is to provide information about the institution and provide contact details for communication and possible admissions. This also acts as the portal for online fee payment but it is generally avoided as the website seems untrustworthy.

Part 1b:

Being a small institute general keywords are mostly useless. As it is a small institute in a small town it has very high chances of ranking under the following keywords if used is combination with the city/town or with:

Schools in Bareilly (Awareness Stage)

Best schools in Bareilly (Awareness Stage)

Best CBSE schools in Bareilly (long tail) (Consideration/Evaluation Stage)

Schools near me (Awareness Stage)

High school (Awareness Stage)

Fee payment msps (Decision Stage)

Higher education (Awareness Stage)

Co-ed schools (Awareness Stage)

Public schools (Awareness Stage)

Where to study in Bareilly (Consideration/Evaluation Stage)

Which school is best for toddlers in Bareilly (Consideration/Evaluation Stage)

Which school has best teachers in Bareilly (Consideration/Evaluation Stage)

Part 1c:

The target audience for this website would be any person who is a parent and is looking for a school for their child. The person is more likely to be male due to geographical and cultural reasons. The majority of the audience is most likely to be from the same city the school is situated in which is Bareilly. The website is most likely to draw the majority of its traffic through social media as the school is highly active on Facebook and has good following and interactive audience. Larger portion of the visitors access through mobile phones as it is much more convenient than searching something on a desktop even though the website is not properly optimized for mobiles. This provides us with info that the school needs to focus on getting more traffic through sources other than social media by optimizing its website to suit better keywords to rank higher.

Part 1d (Buyer Persona):

Name: Aditya

Who: Average 9 to 5 worker, parent

Job: Accountant

Finances: Above average pay with commissions and savings

Problem: Lack of time, looking for good school

Other traits: Gives importance to education, on a budget

Targeted keywords: school, affordable

**Part 2:**

Part 2a:

1) [mspsbly.com/](http://mspsbly.com/)

2) [mspsbly.com/admission-form.aspx](http://www.mspsbly.com/admission-form.aspx)

3) [mspsbly.com/facilities.aspx](http://mspsbly.com/facilities.aspx)

4) [mspsbly.com/curricular.aspx](http://mspsbly.com/curricular.aspx)

5) [mspsbly.com/feestructure.aspx](http://mspsbly.com/feestructure.aspx)

Part 2b:

Page 1:

1) Page: Home Page

2) Url: http://mspsbly.com/

3) Title: Madhavrao Scindia Public School Bareilly

4) Meta Description: None

5) H1: None

6) H2: None

Page 2:

1) Page: Online Admissions

2) Url: http://www.mspsbly.com/admission-form.aspx

3) Title: Madhavrao Scindia Public School Bareilly

4) Meta Description: None

5) H1: Application for Online Admission

6) H2: None

Page 3:

1) Page: Facilities

2) Url: http://mspsbly.com/facilities.aspx

3) Title: Madhavrao Scindia Public School Bareilly

4) Meta Description: None

5) H1: Facilities

6) H2: Educational / Recreational / At a Glance

Page 4:

1) Page: Co-curricular activities

2) Url: http://mspsbly.com/curricular.aspx

3) Title: Madhavrao Scindia Public School Bareilly

4) Meta Description: None

5) H1: Co-Curricular Activities

6) H2: Co-Curricular Activities

Page 5:

1) Page: Fee Structure

2) Url: http://mspsbly.com/feestructure.aspx

3) Title: Madhavrao Scindia Public School Bareilly

4) Meta Description: None

5) H1: Fee Structure

6) H2: None

Part 2c:

Page 1:

1) Page: Home Page

2) Url: http://mspsbly.com/

3) Title: Madhavrao Scindia Public School, Bareilly

I feel the title is appropriate since this is the homepage.

4) Meta Description: Official website for Madhavrao Scindia Public School. Click to find out about the academics, fee structure, teachers, admissions and contact details.

5) H1: Madhavrao Scindia Public School, Bareilly

6) H2: Our Vision / Curriculum / Founder’s Message

Page 2:

1) Page: Online Admissions

2) Url: http://www.mspsbly.com/admission-form.aspx

3) Title: Admission | MSPS

4) Meta Description: Admission form for getting enrolled and to get in touch with our representative.

5) H1: Application for Online Admission

6) H2: None / Contact Info

Page 3:

1) Page: Facilities

2) Url: http://mspsbly.com/facilities.aspx

3) Title: Facilities | MSPS

4) Meta Description: Know about the best in class facilities offered by us ranging from exceptional classrooms and labs to huge playgrounds.

5) H1: Facilities Offered by Us

6) H2: Educational / Recreational / At a Glance

Page 4:

1) Page: Co-curricular activities

2) Url: http://mspsbly.com/curricular.aspx

3) Title: Co-Curricular Activities | MSPS

4) Meta Description: We take pride in our curriculum, which is inter-weaved with academics and co-curricular activities giving vent to the creativity, and talents of the students.

5) H1: Co-Curricular Activities

6) H2: Not required

Page 5:

1) Page: Fee Structure

2) Url: http://mspsbly.com/feestructure.aspx

3) Title: Fee Structure | MSPS

4) Meta Description: We offer best in class education at an affordable and reasonable fee. Click to know the detailed fee structure for each class.

5) H1: Fee Structure

6) H2: Not required