FUNDAMENTALS OF SEO ASSIGNMENT

PART 1A.]

THIS IS THE WEBSITE [www.califoodnia.in](http://www.califoodnia.in) I will be talking about in this peer graded assignment.

This website was found 2 months back nearly when the covid outbreak just begun. The main goal of the website is to suggest people some good restaurants , ask for people’s review and persuade them to try new things. The site is currently restricted to the data of just two cities and they plan to increase their base in the foreseeable future.

PART 1B.]

I have chosen this site specifically as it belongs to one of my friend and is a part of his startup.

**The Keyword analysis results:**

1. Which is the best place in Mumbai to have fusion food ?

Stage of Research - Awareness

Type of Search Query – Informational

Reason: Mumbai being a vibrant city has number of fusion restaurants and to get the best results you need to visit this website to get more and more details.

The competition for this keyword is very high as there are number of fusion restaurants in Mumbai.

1. What is the average price range of Kamala Mills Restaurants?

Stage of Research - Preference

Type of Search Query – Transactional

Kamala Mills being one of the most expensive and posh area in Mumbai, it is important to know the price of the dishes before directly stepping into the restaurant with your wallet empty.

The competition for this keyword is low because we are targeting a decided location.

1. Who makes the best Quesadilla in South Mumbai ?

Stage of Research – Evaluation

Type of Search Query – Informational

The traffic/competition for this keyword is low because not everyone searches for Quesadilla.

1. How do I get to Flea Bazaar Café in Mumbai ?

Stage of Research - Awareness

Type of Search Query – Navigational

As Mumbai is one of the most crowded cities in the world, we need to get to know the proper hours and the perfect mode of transport to get to the destination.

The competition for this keyword is high as it being a posh location, people usually prefer it as a location for their dates and other special ceremonies.

1. Which is the best restaurant in Nagpur Central Zone ?

Stage of Research - Awareness

Type of Search Query – Informational

Competition: Low

1. What are the best kitchen tips and tricks ?

Stage of Research – Awareness

Type of Search Query – Informational

Competition: It is very high as majority of the people being aware about cooking in India and less of a restaurant culture, everyone wants information about this question.

1. Where can I find a calorie calculator on net ?

Stage of Research – Awareness

Type of Search Query – Informational

Competition: It is very high as people are now getting health aware and giving a great amount of importance to fitness.

PART 1C.]

There is no gender biasing required taking this website into consideration. As this website is a food blog, people from all genders will access this site. The searches on this website also doesn’t have any age limit as a person with a mobile or a PC can access the data as he/she requires it.

The majority of the audience is from the state of Maharashtra and specifically from the financial capital of Mumbai as the site usually operates for the restaurants in Mumbai. The second highest number of viewers are from the state of Gujarat. I got the data from the owner of the website. The owner usually keeps a track of the demographics with the help of Google Analytics and Alexa. The potential way to help the site grow its user base is through Social Media Websites like Instagram and Facebook.

Specifically, keeping the website updated on a regular basis and editing their robots.txt file, they can help the website to grow and rank well in the search results.

The primary traffic sources for this website are Instagram users and high school and middle aged people. Most of the people visiting the website are using mobiles and tablets and getting referred through the social media handles. The useful way to reach this audience is through regular blogging and uploading them on instagram.

Now, I am working as a helper to the owner to help hi, with all the SEO basics and increasing the rank of his page. We are now specifically working on the meta tags and limit on the characters in order to gain a good authority.

PART 1D.]

**BUYER’S PERSONA:**

NAME: NO RESTRICTIONS

JOB/EXPERIENCE: NONE REQUIRED (IF YOU ARE A FOOD LOVER, YOU WILL LOVE IT)

GENDER: ANY (SPECIFICALLY WOMEN IS A +)

AGE: ANY (SPECIFICALLY 15-45 IS A +)

ROLE: LEAVING REVIEWS OF YOUR FAVOURITE PLACES AND LIKING OUR POST

PROFESSION: NONE (A YOUNGSTER IS ALWAYS THE BEST FOR OUR WEBSITE)

PART 2A.]

**IMPORTANT PAGES OF THE WEBSITE:**

1. HOMEPAGE
2. BLOG
3. GALLERY
4. SOCIAL

PART 2B.]

1. BLOG

URL: https://califoodnia.in/food-blog/

TITLE TAG: Food Blog | CALIFOODNIA | For the Taste of Readers

META DESCRIPTION: For the love of eating and reading. A Food blog on recipes, innovative food websites, calorie counter, kitchen tips and tricks and many more.

H1: Eat to live, Live to Eat. Food Blog

H2: Get in touch with us

1. GALLERY

URL: https://califoodnia.in/gallery/

TITLE TAG: Gallery | CALIFOODNIA

META DESCRIPTION: NONE

H1: Eat to Live, Live to Eat

H2: We Explore, We Recommend • Get in touch with us

1. HOME

URL: https://califoodnia.in/

TITLE TAG: Homepage | CALIFOODNIA

META DESCRIPTION: NONE

H1: Appeal to Senses • Nutrition & Choices • Happy Experience

H2: Eat to Live, Live to Eat • The Gut Feeding • Chief Resources • Get in touch with us

1. SOCIAL:

URL: https://califoodnia.in/instagram/

TITLE TAG: Instagram | Califoodnia

META DESCRIPTION: NONE

H1: Eat to Live, Live to Eat

H2: Social Feed and Reviews • Diner Reviews • Write a Review • Get in touch with us

PART 1C.]

IMPROVEMENTS:

* + TITLE TAGS:
  + THE TITLE TAG FOR SOCIAL PAGE MUST BE CHANGED FROM MENTIONING INSTAGRAM TO Feedback| Califoodnia
  + THERE MUST BE A META DESCRIPTION FOR THE HOMEPAGE NAMELY:
  + Our **lipsmacking senses** will help you dive into the **variety of food menu /selection** that we bring before you with the help of our **food blog of Mumbai** .
  + H1 and H2 does not necessarily be changed. They are alright.