Hands-on Exercise No. 4 DigiSkills 2.0 Batch-04 Search Engine Optimization (SEO)	Total Marks: 10 Due Date: 11/05/2023

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.

- You may consult tutorials and videos if the concept is not clear.

- Your submitted exercise will not be considered/counted if:

  - It is submitted after due date.
  - It is not in the required format (.doc or .docx)
  - It does not open, or file is corrupt.
  - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

- Perform Advanced Keyword research using Google Trends
- Extract the keywords manually from the competitor's website

Problem Statement

Suppose you are optimizing a website that offers online courses globally, and you are currently focusing on the Pakistani audience before targeting the audience worldwide. To get the targeted audience the content on the website needs to be optimized for the latest trends. You can use Google Trends to get the latest trends. After getting the related queries from Google trends, you can include these keywords in your content to make your content trending. Additionally, you intend to analyze your competitors' source codes to expand your keyword research and gain insights into their SEO strategies. You can get it by visiting the source code of the competitors' website.

Task 1: (5 marks)
1. Visit the link https://trends.google.com/
2. Type the keyword "online courses" in the search field and press enter.
3. Scroll down the screen and take a screenshot of the results including the "Related Queries" portion.
4. Paste the screenshot into a Word document.
5. Now select the location "worldwide" from the location drop-down list.
6. Scroll down the window, take a screenshot of the results including the "Related Queries" portion, and paste that into the Word document.
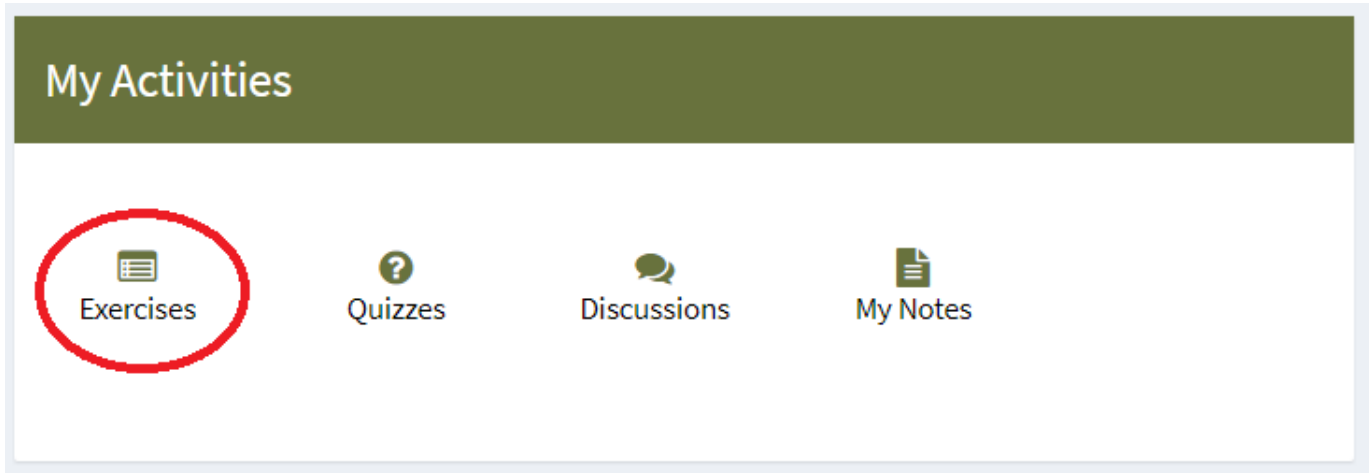
Task 2: (5 marks)
1. Visit the Google.com
2. Write the keyword "online course in Pakistan."
3. Select any website as a competitor from the search results except for DigiSkills. pk.
4. Visit the competitor's website.
5. Open the source code of that website using the CTRL+U short key.
6. Take the screenshot of the source code and paste that into the word document.
7. Find the Meta titles and descriptions from the source code.
8. Copy one related keyword from the Meta title and one from the Meta description.
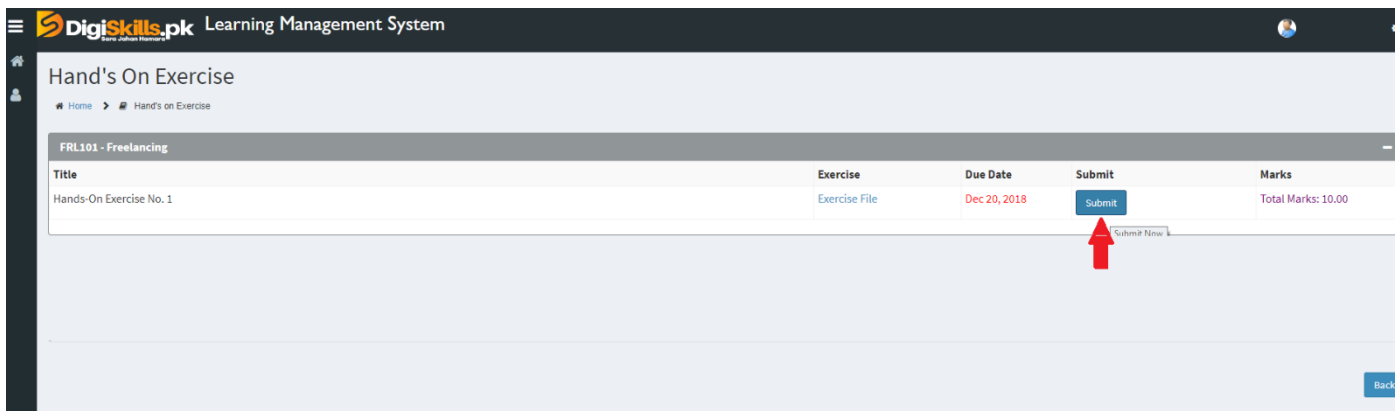9. Paste the copied screenshots in the solution document.

BEST OF LUCK ☺

How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

1) Login to the LMS

2) Click on the **Exercises** button within the **My Activities** section

3) Click on the submit button to upload your Solution.

4) Keep in mind to upload your Solution in .doc or .docx format.