



Ministry of Information
Technology & Telecom
Government of Pakistan



Hands-on Exercise No. 1
DigiSkills 2.0 Batch-04
Search Engine Optimization (SEO)

Total Marks: 10
Due Date: 24/03/2023

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 do keyword research:

- For Local SEO
- Using Google Keyword Planner Tool
- By Competitor Analysis

Problem Statement

Suppose you are the owner of “**Honda Corporation**” in Lahore city of Pakistan, and **Honda Bikes** are your target products to rank in Lahore city. You should know what customers search for when buying Honda Bikes. You can gather the most effective keywords through keyword research and embed them in your content to get your products ranked on any search engine.

In this exercise, you are required to shortlist 5 long-tail keywords against “**Honda Bike**”, using the Keyword Planner Tool by Google Ads. The shortlisted keywords should have Low Competition and High Average Monthly Searches.

Also, find your competitors by researching the keywords on Google search and spy on your competitors' keywords.

Task 1: (5 Marks)

1. Open the Google Keyword Planner tool by visiting <https://ads.google.com/>. (Sign-up is mandatory)
2. Click on “**Discover New Keywords**”, and write “Honda Bike”.
3. Change the Location to **Lahore** city, and click on “**Get Results**”.
4. Take a screenshot of the displayed results and insert it in the word document.
5. From the displayed results, take **5 relevant long-tail keywords** having High Search Volume and Low Competition and paste them into a word file.

Task 2: (5 Marks)

1. Select a keyword from the above-shortlisted keywords and paste it into the search bar of Google.
2. Choose a website of your choice from the search results.
3. Now, open the Google Keyword Planner tool.
4. Click on “**Discover New Keywords**” and then click on “**Start with a Website**”
5. Enter the URL of the chosen website, change the location to Lahore, and click on “**Get Results**”
6. Take a screenshot of the displayed results and insert it in the word document.
7. From the displayed results, take **05 related Long-tail keywords** having High Search Volume and Low Competition and paste them into the word file.

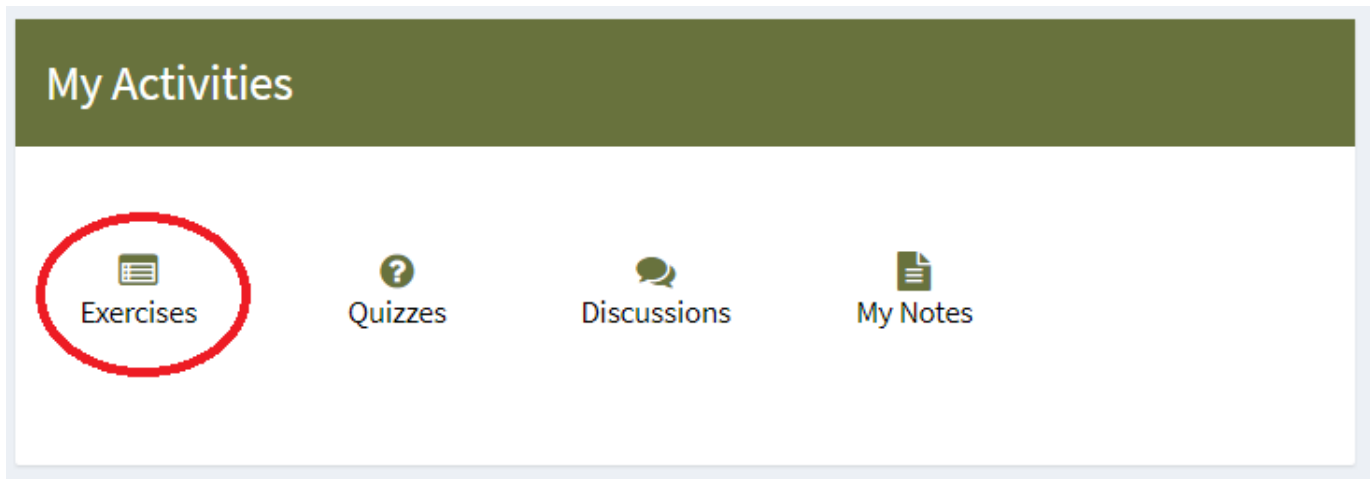
Submit the solution file.

BEST OF LUCK ☺

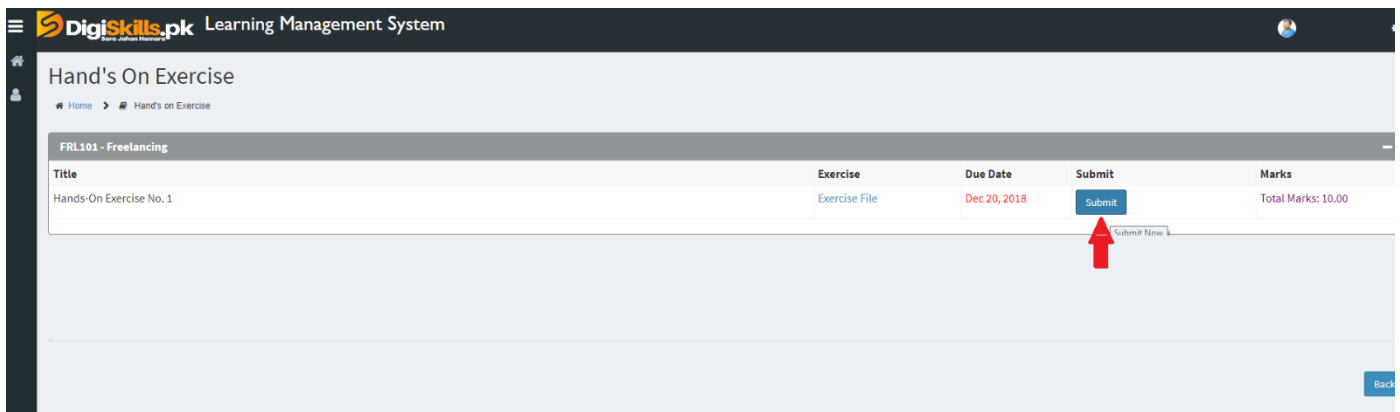
How to submit solution file on LMS?

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