Ministry of Information Technology & Telecom
Government of Pakistan

DigiSkills.pk
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Ignite
NATIONAL TECHNOLOGY FUND

Executed by
VU
Virtual University

Hands-on Exercise No. 2 **DigiSkills 2.0 Batch-04** **Search Engine Optimization (SEO)**	**Total Marks: 10** **Due Date: 13/04/2023**

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:

- Generate Alt tags and LSI keywords for an image
- Analyze the website structure and sort out the possible SEO-related errors

Problem Statement

Assume you are the owner of an online bicycle store, and "Kids Bicycle" is your targeted keyword. You are going to publish a Kids' bicycle image on your store. To optimize the image you are required to find out the alt tags and LSI keywords.

Secondly, you need to analyze the website structure and check some SEO ranking factors like web content organization, hierarchy & levels of pages, breadcrumb navigation, SEO/human-friendly URLs, HTML Sitemap, etc. to improve user-friendliness.

Task 1: (4 Marks)

1. Consider the above image and write relevant **05 Alt tags** in a Word file.
2. Find **03 LSI (Latent Semantic Index) keywords** against the primary keyword **"Kids Bicycle"** and paste them into the Word file.

Task 2: (6 Marks)
- Take a website of your choice and paste the screenshot of the home page of the website.
- You are required to check the following factors:
    1. Check if the website content is organized
    2. Page Hierarchy & levels of pages
    3. Human-Friendly URLs
    4. HTML Sitemap
    5. Breadcrumb Navigation
- Take screenshots of all the above factors (if implemented) and paste them into the solution file.
- Also, write factors that are missing.

Note:
- You can watch topics 74, 75, 76, 82, and 97 to prepare the solution.
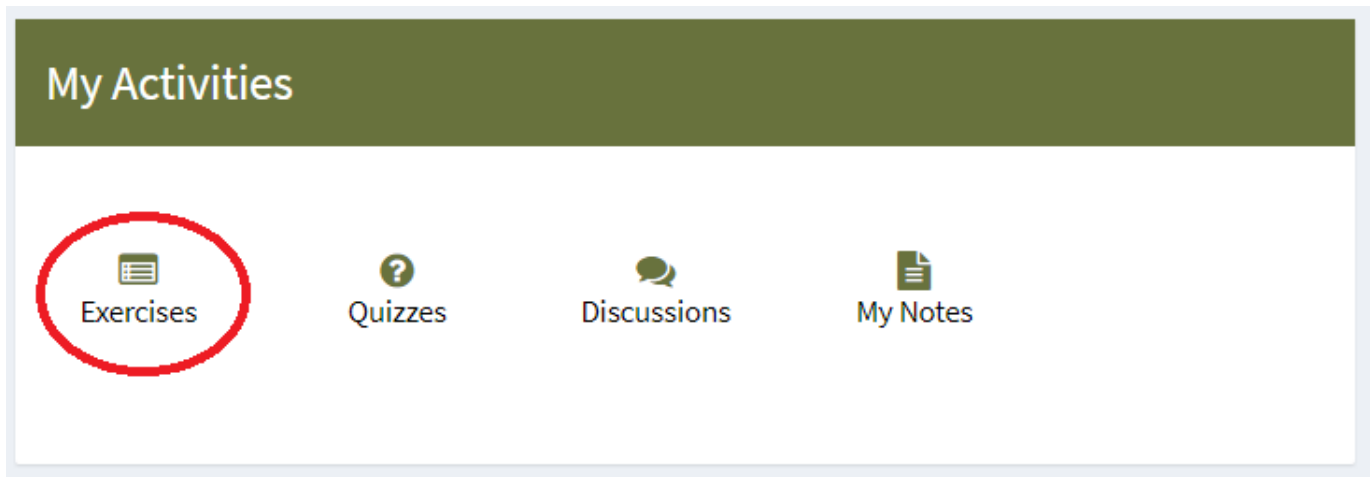- You can use online tools to find LSI keywords.
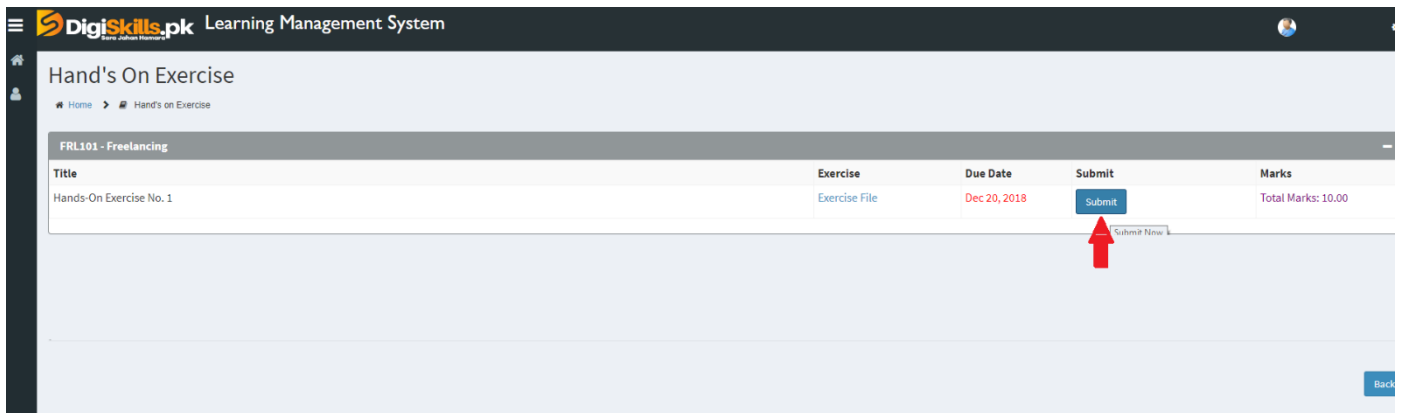
Submit the solution file.

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