



**Hands-on Exercise No. 4 Solution**  
**DigiSkills 2.0 Batch-04**  
**Search Engine Optimization (SEO)**

**Total Marks: 10**

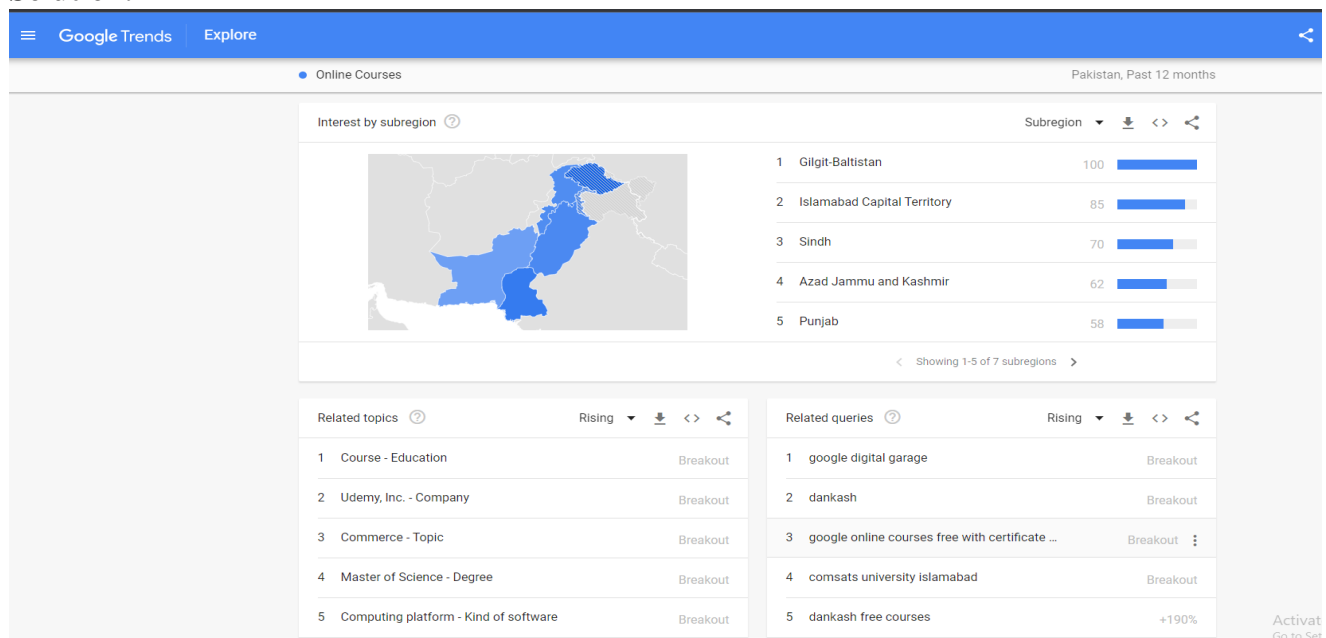
**Problem Statement**

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 strategies. You can get it by visiting the source code of the competitors' website.

**Task 1: (5 marks)**

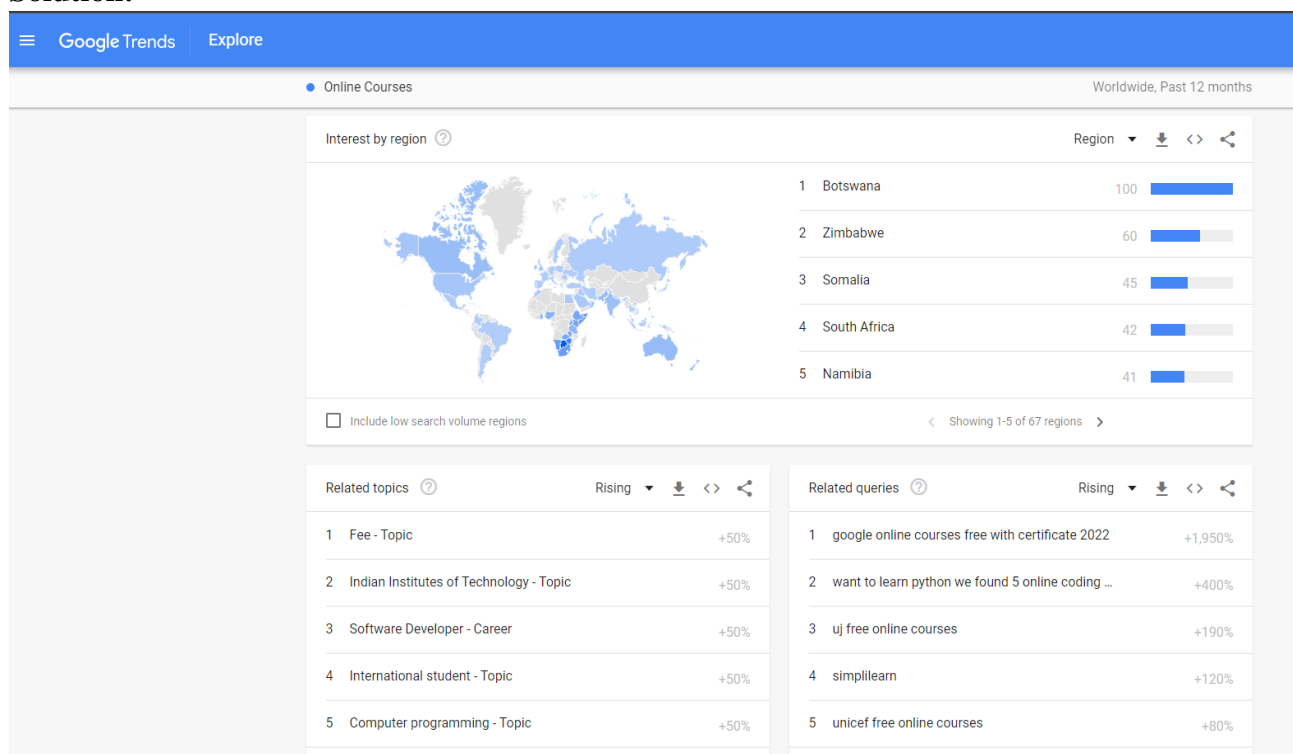
1. Visit the link <https://trends.google.com/>
2. Type the keyword “online courses” in the search field and press enter.
3. Scroll down the screen and take a screenshot of the results including the “Related Queries” portion.
4. Paste the screenshot into a Word document.

**Solution:**



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.

## Solution:



## 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.

## Solution:

Website’s Link: <https://virtualacademy.com.pk/>

```
view-source:https://virtualacademy.pk/
Love It So Much MD5's Answers - G... LMS-Administrator Login - Calls Recor... SE RankingWhat ar... how to apply backli... Best FREE SEO Rep.

Line wrap
1 <!DOCTYPE html>
2 <html dir="ltr" lang="en">
3
4 <head>
5
6 <!-- Meta Tags -->
7 <meta name="viewport" content="width=device-width,initial-scale=1.0" />
8 <meta http-equiv="content-type" content="text/html; charset=UTF-8" />
9 <meta name="description" content="We Teach All computer and Technical Courses absolutely Free" />
10
11 <!-- Page Title -->
12 <title>Virtual Academy Free online Education system</title>
13
14 <!-- Favicon and Touch Icons -->
15 <link href="https://virtualacademy.pk/assets/images/favicon.png" rel="shortcut icon" type="image/png">
16 <link href="https://virtualacademy.pk/assets/images/apple-touch-icon.png" rel="apple-touch-icon">
17 <link href="https://virtualacademy.pk/assets/images/apple-touch-icon-72x72.png" rel="apple-touch-icon" sizes="72x72">
18 <link href="https://virtualacademy.pk/assets/images/apple-touch-icon-114x114.png" rel="apple-touch-icon" sizes="114x114">
19 <link href="https://virtualacademy.pk/assets/images/apple-touch-icon-144x144.png" rel="apple-touch-icon" sizes="144x144">
20
21 <!-- Stylesheet -->
22 <link href="https://virtualacademy.pk/assets/css/bootstrap.min.css" rel="stylesheet" type="text/css">
23 <link href="https://virtualacademy.pk/assets/css/jquery-ui.min.css" rel="stylesheet" type="text/css">
24 <link href="https://virtualacademy.pk/assets/css/animate.css" rel="stylesheet" type="text/css">
25 <link href="https://virtualacademy.pk/assets/css/css-plugin-collection.css" rel="stylesheet" />
26
27
28 <!-- CSS | menuzord megamenu skins -->
29 <link id="menuzord-menu-skins" href="https://virtualacademy.pk/assets/css/menuzord-skins/menuzord-rounded-boxed.css" rel="stylesheet" />
30
31 <!-- CSS | Main style file -->
32 <link href="https://virtualacademy.pk/assets/css/style-main.css" rel="stylesheet" type="text/css">
33
34
35 <!-- CSS | Custom Margin Padding Collection -->
36 <link href="https://virtualacademy.pk/assets/css/custom-bootstrap-margin-padding.css" rel="stylesheet" type="text/css">
37 <!-- CSS | Responsive media queries -->
38 <link href="https://virtualacademy.pk/assets/css/responsive.css" rel="stylesheet" type="text/css">
39 <!-- CSS | Style css. This is the file where you can place your own custom css code. Just uncomment it and use it. -->
40 <!-- <link href="css/style.css" rel="stylesheet" type="text/css"> -->
41
42
43 <!-- CSS | Theme Color -->
44 <link href="https://virtualacademy.pk/assets/css/colors/theme-skin-color-set-1.css" rel="stylesheet" type="text/css">
45
46 <!-- external javascripts -->
47
48 <script src="https://virtualacademy.pk/assets/js/jquery-2.2.4.min.js"></script>
49 <script src="https://virtualacademy.pk/assets/js/jquery-ui.min.js"></script>
50 <script src="https://virtualacademy.pk/assets/js/bootstrap.min.js"></script>
51 <script src="https://virtualacademy.pk/assets/js/validation.js"></script>
52
53
54
55 <!-- JS | jquery plugin collection for this theme -->
56
57 <script src="https://virtualacademy.pk/assets/js/jquery-plugin-collection.js"></script>
58
```

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.

**Solution:**

1<sup>st</sup> Keyword from competitor's Meta title: "Free Online Education"

2<sup>nd</sup> Keyword from the competitor's Meta-Description: "Technical Courses"