

**Hands-on Exercise No. 3 Solution**  
**DigiSkills 2.0 Batch-04**  
**Search Engine Optimization (SEO)**

**Total Marks: 10**

**Problem Statement**

Suppose you are designing a backlink strategy for a website that offers online products and services. For this purpose, competitor backlink analysis is compulsory. First, you want to know from where your competitor is getting backlinks to their website. There are numerous tools that can help you find the backlinks of any website.

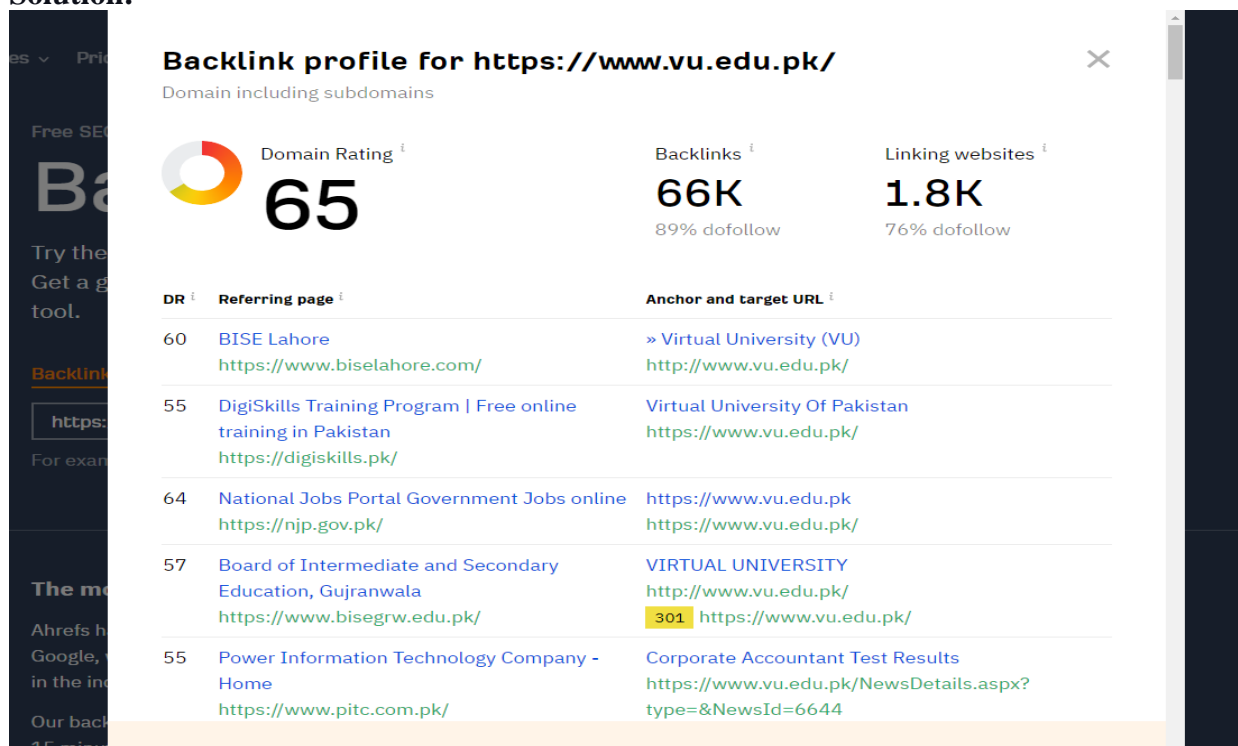
In this exercise, you need to find five backlinks to a website. Also, you are required to find the characteristics of the shortlisted backlinks. To compare your website with one of your competitors you can use the SEO Quack extension.

**Tasks: 1. (6 marks)**

**Part 1 (3 Marks):**


1. Select a business website as your competitor.
2. Open this URL: <https://ahrefs.com/backlink-checker>, paste the URL of the selected website, and Click on the Check Backlink button to find the backlinks of the selected website.
3. Take a screenshot of the result and paste it into a Word file.
4. Now, copy five backlinks and paste them into the Word file.

**Solution:**



**Backlink profile for https://www.vu.edu.pk/**

Domain including subdomains



Domain Rating  
**65**

Backlinks  
**66K**  
89% dofollow

Linking websites  
**1.8K**  
76% dofollow

DR	Referring page	Anchor and target URL
60	BISE Lahore <a href="https://www.biselahore.com/">https://www.biselahore.com/</a>	» Virtual University (VU) <a href="http://www.vu.edu.pk/">http://www.vu.edu.pk/</a>
55	DigiSkills Training Program   Free online training in Pakistan <a href="https://digiskills.pk/">https://digiskills.pk/</a>	Virtual University Of Pakistan <a href="https://www.vu.edu.pk/">https://www.vu.edu.pk/</a>
64	National Jobs Portal Government Jobs online <a href="https://njp.gov.pk/">https://njp.gov.pk/</a>	<a href="https://www.vu.edu.pk">https://www.vu.edu.pk</a> <a href="https://www.vu.edu.pk/">https://www.vu.edu.pk/</a>
57	Board of Intermediate and Secondary Education, Gujranwala <a href="https://www.bisegrw.edu.pk/">https://www.bisegrw.edu.pk/</a>	VIRTUAL UNIVERSITY <a href="http://www.vu.edu.pk/">http://www.vu.edu.pk/</a> 301 <a href="https://www.vu.edu.pk/">https://www.vu.edu.pk/</a>
55	Power Information Technology Company - Home <a href="https://www.pitc.com.pk/">https://www.pitc.com.pk/</a>	Corporate Accountant Test Results <a href="https://www.vu.edu.pk/NewsDetails.aspx?type=&amp;NewsId=6644">https://www.vu.edu.pk/NewsDetails.aspx?type=&amp;NewsId=6644</a>

## 5 backlinks of the competitor:

1. <https://www.biselahore.com/>
2. <https://njp.gov.pk/>
3. <https://www.bisegrw.edu.pk/>
4. <https://www.pitc.com.pk/>
5. <https://www.webometrics.info/en/asia/pakistan>

### Part 2 (3 Marks):

In part 2, you are required to check that the selected backlinks are no-follow or do-follow.

To check the link type, please follow the steps below:

1. Open any two links from your selected backlinks.
2. Right-click on the page and click “View page source”.
3. Now, press ctrl+f and paste the selected link in the search bar.
4. Take a screenshot of the source code and highlight the competitor’s link.
5. If you see a rel=”nofollow” attribute then that link is no-follow. Otherwise, the link is do-follow.

### Solution:


```
<div class="row" style="margin-bottom: 10px;">
  <div class="col-md-12">
    <div class="widget-item box-dark" style="height: 300px;">
      <h2 style="color:#FFF">Attendance System </h2><p>Supervisory Staff Attendance System links are given below:</p>
      <p style="text-align:left"><a class="btn btn-cta" href="https://services.bisegrw.edu.pk/PaperManagementSystem/" target="
      <p style="text-align:left"><a class="btn btn-cta" href="https://services.bisegrw.edu.pk/InterClassPaperManagementSystem/
    </div>
  </div>
</div>
</div>
<div class="col-md-3">
  <div id="core_latest_events-2" class="widget-main homepage" style="margin-top: 20px;">
    <h1 class="section-heading text-highlight"><span class="line">Educational Links</span></h1>
    <div class="widget-inner">
      <ul style="list-style-type: square; padding-left:10px">
        <li><a href="http://www.peef.org.pk/SpecialQouta.asp" target="_blank">PUNJAB EDUCATIONAL ENDOWMENT FUND (PEEF)</a></li>
        <li><a href="http://www.hec.gov.pk/" target="_blank">HIGHER EDUCATION COMMISSION</a></li>
        <li><a href="http://www.ibcc.edu.pk" target="_blank">IBCC</a></li>
        <li><a href="http://www.peef.org.pk" target="_blank">PEEF (Scholarships)</a></li>
        <li><a href="http://www.fbise.edu.pk" target="_blank">FEDERAL BOARD</a></li>
        <li><a href="http://www.biselahore.com" target="_blank">LAHORE BOARD</a></li>
        <li><a href="http://www.bisesargodha.edu.pk" target="_blank">SARGODHA BOARD</a></li>
        <li><a href="http://www.biserwp.edu.pk" target="_blank">RAWALPINDI BOARD</a></li>
        <li><a href="http://www.bisefsd.edu.pk" target="_blank">FAISALABAD BOARD</a></li>
        <li><a href="http://www.bisemultan.edu.pk/" target="_blank">MULTAN BOARD</a></li>
        <li><a href="http://www.bisebwp.edu.pk" target="_blank">BAHAMALPUR BOARD</a></li>
        <li><a href="http://www.bisedgkhan.edu.pk" target="_blank">D.G. KHAN BOARD</a></li>
        <li><a href="http://www.bisesahiwal.edu.pk" target="_blank">SAHIWAL BOARD</a></li>
        <li><a href="http://www.ajkbise.edu.pk" target="_blank">A.J.K. MIRPUR BOARD</a></li>
        <li><a href="http://www.vu.edu.pk" target="_blank">VIRTUAL UNIVERSITY</a></li>
        <li><a href="http://www.ocas.punjab.gov.pk" target="_blank">Online College Admissions System(OCAS)</a></li>
      </ul>
    </div>
  </div>
</div>
```

## Task 2: (4 marks)

1. Install the SEO Quake extension to your chrome browser.
2. Open any website in your browser and enable the SEO Quake extension by clicking on its icon from the left-side category bar.
3. Click on the **Diagnosis** tab from the menu.
4. Click on "**COMPARE URLS/DOMAINS**" from the menu bar.
5. Enter the URLs of your website and your competitor's website.
6. Click on the Process URLs button.
7. Take a screenshot of the result and paste it into a Word file.

[HOW TO USE](#) | [HAVE A SUGGESTION?](#)

Compare URLs/domains



[Request all parameters](#) [Save as CSV](#) [Add/hide parameters](#) [Change list](#)

#	URL ↕	Domain params				Backlink params	
		Google index ↕	Bing index ↕	Whois	SEMrush Rank ↕	SEMrush backlinks ↕	SEMrush subdomain backlinks ↕
1	<a href="https://www.digiskills.pk/">https://www.digiskills.pk/</a>	121	52	whois	926302	381	1895
2	<a href="https://www.bisegrw.edu.pk/">https://www.bisegrw.edu.pk/</a>	595	59	whois	1810461	1673	4562