Hands-on Exercise No. 3 **DigiSkills 2.0 Batch-04** **Search Engine Optimization (SEO)**	**Total Marks: 10** **Due Date: 27/04/2023**

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:

- Find backlinks of your competitors using a third-party tool
- Find the no-follow or do-follow backlinks
- Compare your website performance with your competitors

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.

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.
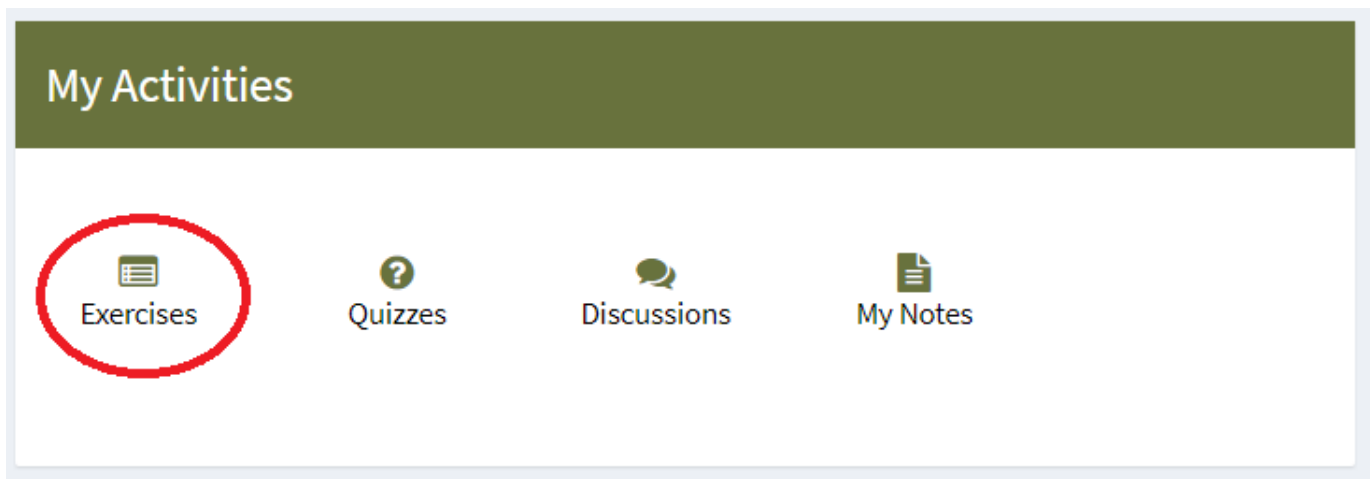
Task 2: (4 marks)

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.
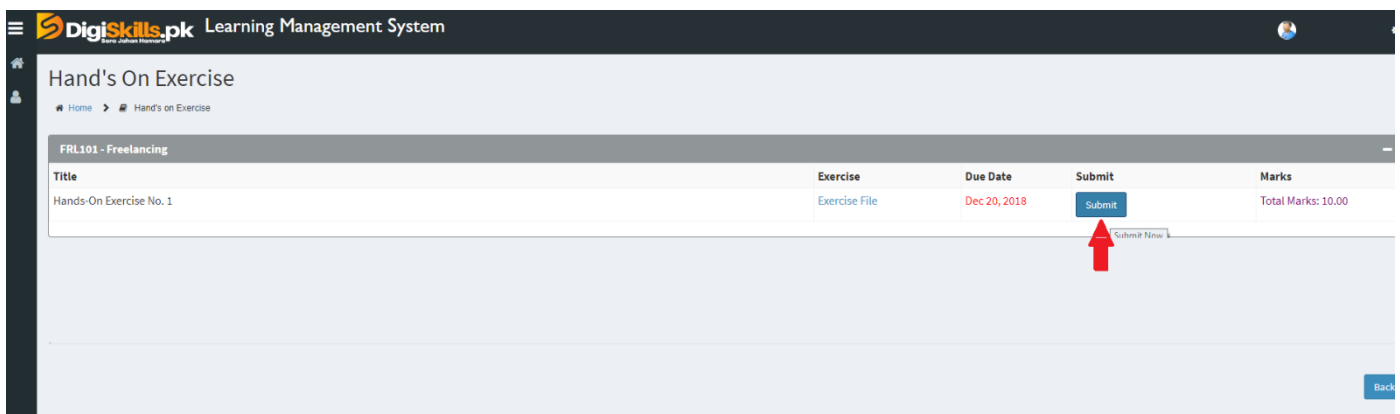7. Take a screenshot of the result and paste it into a Word file.

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