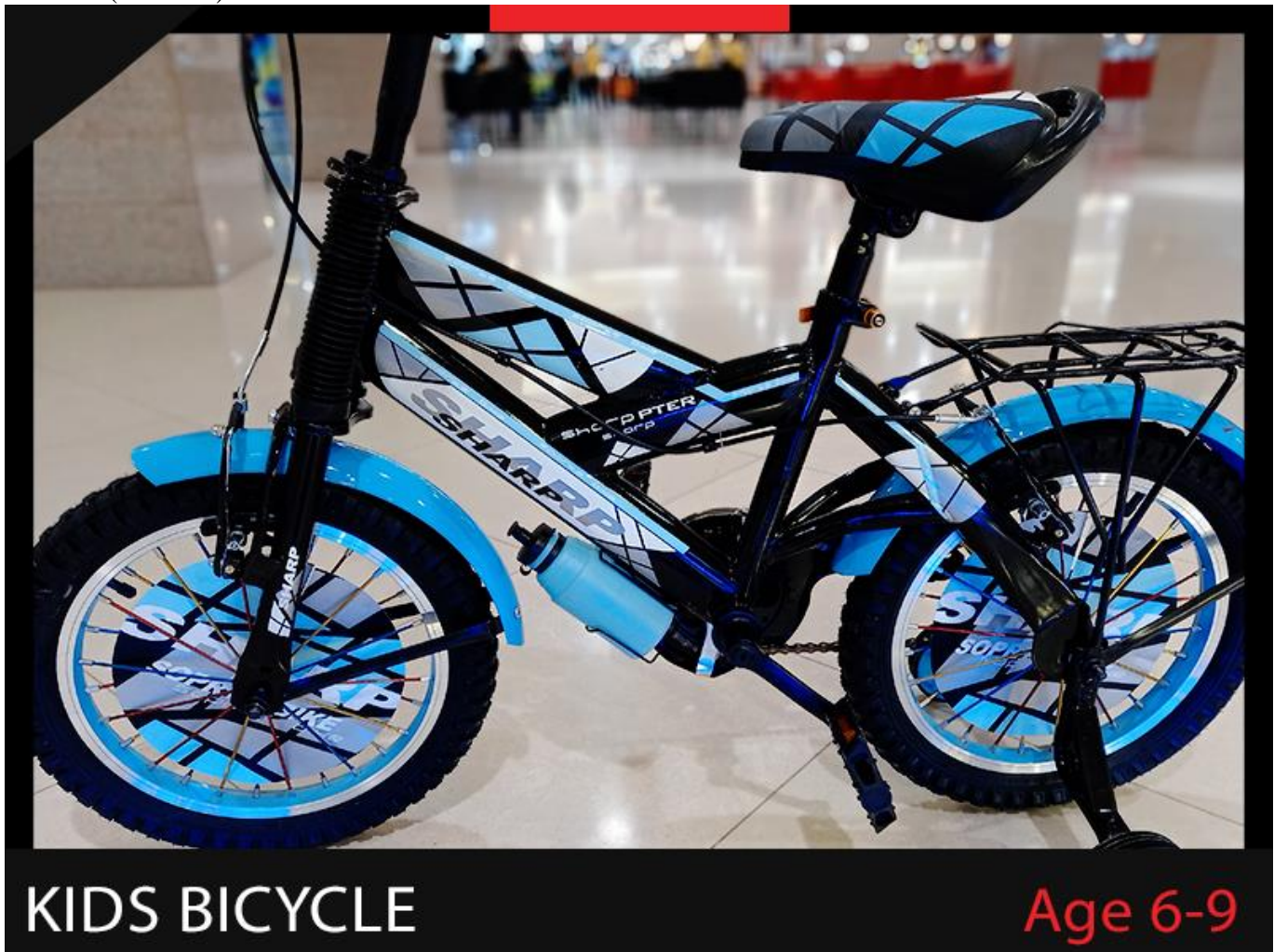| Hands-On Exercise No. 2 Solution DigiSkills 2.0 Batch-04 Search Engine Optimization (SEO)	Total Marks: 10

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)

KIDS BICYCLE   Age 6-9

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.

Solution:

Alt Tags:
1. kids bicycle
2. kids bicycle for sale
3. kid bicycle price in Pakistan
4. 6 to 9 year baby bicycle
5. best kids bicycle

LSI Keywords:
1. kids cycle
2. kids bike
3. kids bicycle shop

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.

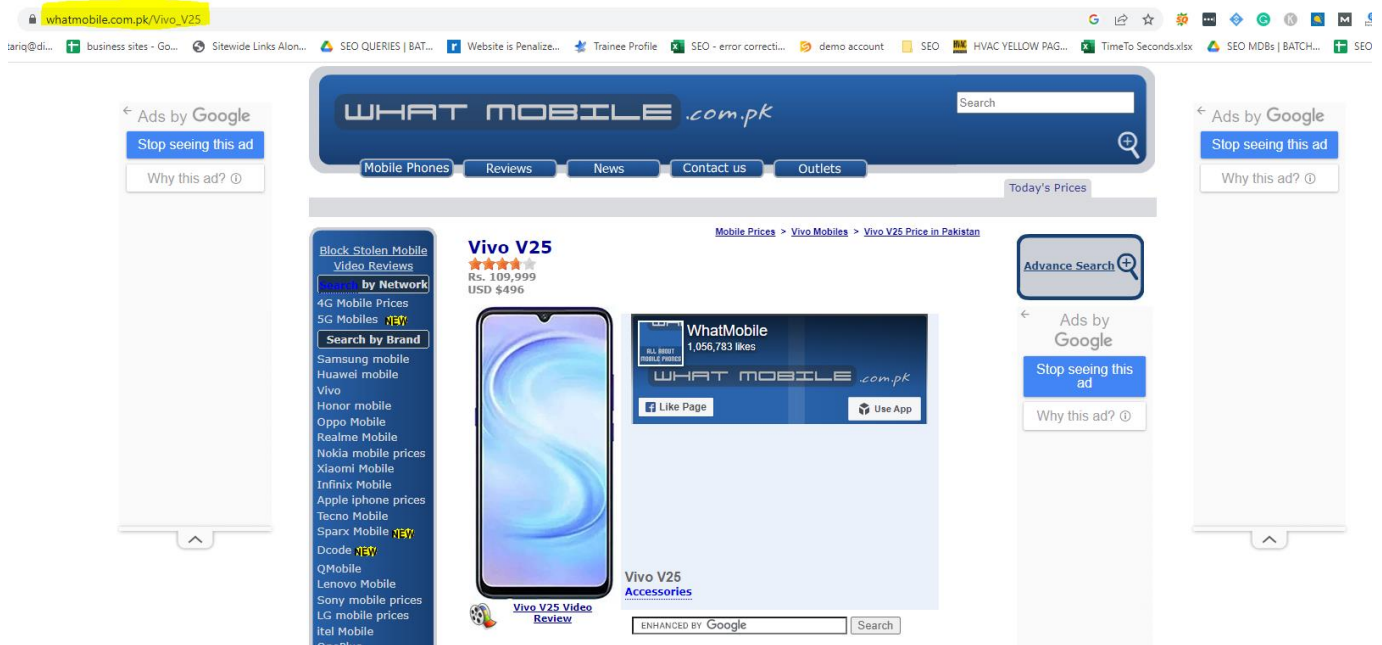**Solution:** Website URL: https://www.whatmobile.com.pk/

1.   Website content organization:

The content is not easy to read. The homepage's dimensions are not human-friendly on the desktop. The content is organized and looks good, but side widgets and the footer can be improved.

2.   Page Hierarchy & levels of pages:
The page Hierarchy is SEO friendly because the page levels of this site are within level 4.

3.   Search engine optimized/Human-Friendly URLs:

As highlighted in the above screenshot, the URL is human friendly because it shows that the page is representing Vivo_V25 mobile phone.

4.   HTML Sitemap:
HTML sitemap is not implemented. HTML sitemap makes it easy for a user to navigate the website.

5.   Breadcrumb Navigation:
Breadcrumb Navigation is not implemented on this website. The Breadcrumb Navigation is highly recommended and Google considers it as a ranking factor.