Website Rankings & Recommendations

Zersey.com

1.a)

Zersey.com is a social networking website where people can share their own thoughts and ideas and can create their own fan following with the talent they possess. They can also keep themselves updated with the newsfeed. Currently, the website ranks poorly for the words like “bring ideas” and “share moments”.

1.b)

**Long-tail keywords**

Share ideas and capture moments.

Learn food recipes online.

Daily Kitchen Guide.

Best ways to share anything online.

Get best travelling opportunities.

Traveler, photographer, foodie, singer, stylist.

Share stories to world.

Bring ideas to life.

**Question-based keywords**

Share ideas and capture moments (How?)

Best ways to share anything online (what?)

Get best travelling opportunities (where?)

Bring ideas to life (How?)

**Stage of each keyword**

Share ideas and capture moments. - **(awareness)**

Learn food recipes online. – (**evaluation)**

Daily Kitchen Guide **- (Purchase)**

Best ways to share anything online. - **(Purchase)**

Get best travelling opportunities. – **(Purchase)**

Traveler, photographer, foodie, singer, stylist. – **(evaluation)**

Share stories to world. – **(awareness)**

Bring ideas to life. - **(awareness)**

**Type of Search Query**

Share ideas and capture moments. - **(Informational)**

Learn food recipes online. – (**Informational)**

Daily Kitchen Guide **– (Transactional)**

Best ways to share anything online. - **(Transactional)**

Get best travelling opportunities. – **(Purchase)**

Traveler, photographer, foodie, singer, stylist. – **(Informational)**

Share stories to world. – (**Informational)**

Bring ideas to life. - **(Informational)**

Zersey **- (Navigational)**

**Why you chose this keywords:**

**How do you feel these keywords would help the business meet the goal you discovered?**

These keywords are chosen keeping in mind the aim of the website. These keywords clearly reflect what the website is about. So, this will help in creating their brand name which is the ultimate goal of any website.

**How do you feel these keywords would help draw in organic traffic to the site?**

All the keywords are relevant to the business goal of the website. Entering these keywords would increase in the ranking of the webpages which would ultimately increase the organic traffic of the site.

**How well do you think the business can effectively compete for this keyword?**

There are some general keywords like “Bring ideas to life” and “Share Moments”. These general keywords will give a huge competition to the website as there are previously established websites having goals similar to it. If the user is looking for something which is a combination of travel guide, food recipe, fashion etc. then this business will definitely have a huge lead.

1.c)

**Business Target Audience**

**What gender is likely to frequent this site, and perform searches related to this websites products and/or services? Where did you obtain this data?**

According to the Alexa Demographic information for Zersey, males are frequently visiting this website compared to females. Around 99% of searches comes through males and around 1% from females.

**Where is the majority of this audience from? Where did you get this data from and what does this tell us about potential ways we may be able to reach this audience organically? This could be potential content ideas, new information to add to the site, or specific keywords.**

Audience ranking and ratios:

India 89.9%

Nepal 4.5%

Bangladesh 2.9%

Got this data from Alexa website.

This website should concentrate more on other countries in Europe and America as the traffic coming from this website is negligible. So, the content of the website should be created accordingly.

**What are the primary traffic sources for this website? For example, are most people visiting from a desktop device, mobile device, or getting referred from social networks? What useful information can this provide about how we can best reach this audience?**

Facebook 13.1%

Google India 10%

YouTube 6.3%

Google 2.8%

Google Nepal 2.5%

Zersey 92.13%

YouWecan Fashion 3.62%

Inquilab Srivastava 1.19%

Fashion bloggers in Delhi 0.50%

Nepali Girl 0.25%

**Did you obtain any other information about this websites potential target audience you feel would be useful? Why or why not**

The social media sites are also greatly responsible for increasing the website traffic especially facebook. Thus, to increase the traffic, the site should increase its brand name on the social networking websites.

1.d)

**Buyer Persona:**

Name – John Doe

Job – Employed

Age - 20-50

Hobbies: Writing blogs, travelling, Foodie

The target audience is people like: John Doe who are employed and have their hobbies as travelling, writing the blogs, and trying different dishes. This person is ideal for our business as it is looking for people with these hobbies and interests.

2.a)

**Choose four key pages of this site.**

<https://zersey.com/>

(Rest of the three requires logging in)

<https://zersey.com/discover_hubs>

<https://zersey.com/post-personality-quiz/XpressIt/>

[https://zersey.com/userprofile/<UserName](https://zersey.com/userprofile/%3cUserName)>

2.b)

**List out the following information, for each page.**

The Page – Home Page

The Page URL – <https://zersey.com/>

The Title Tag of the Page – Zersey – Bring Ideas to Life

The Meta Description of the Page- No meta description found

The H1 of the Page - No H1 tags Found

The H2 of the Page - No H2 tags found

The Page – Hubs

The Page URL – <https://zersey.com/discover_hubs>

The Title Tag of the Page – Zersey – Bring Ideas to Life

The Meta Description of the Page- No meta description found

The H1 of the Page - No H1 tags Found

The H2 of the Page - No H2 tags found

The Page – Quiz

The Page URL – <https://zersey.com/post-personality-quiz/XpressIt/>

The Title Tag of the Page – Zersey – Bring Ideas to Life

The Meta Description of the Page- No meta description found

The H1 of the Page - No H1 tags Found

The H2 of the Page - No H2 tags found

The Page – Profile

The Page URL – [https://zersey.com/userprofile/<UserName](https://zersey.com/userprofile/%3cUserName)>

The Title Tag of the Page – Zersey – Bring Ideas to Life

The Meta Description of the Page- No meta description found

The H1 of the Page - No H1 tags Found

The H2 of the Page - No H2 tags found

2.c)

**Improvement in each page**

The Page – Home Page

The Page URL – <https://zersey.com/>

The Title Tag of the Page – Zersey – Bring ideas to Life

The Meta Description of the Page- Zersey is a social networking place where people can share their ideas and do something creative. It is also a travel guide and food diary for many.

The H1 of the Page - Zersey

The H2 of the Page – Social Media

Title Character: 28/ 65

Meta Characters: 149/160

The Page – Hubs

The Page URL – <https://zersey.com/discover_hubs>

The Title Tag of the Page – Discover new hubs with Zersey.

The Meta Description of the Page- Create new hubs and post the relevant articles and news feed in it. Customize different feeds and make it more human readable.

The H1 of the Page - Hubs

The H2 of the Page – Categories

Title Character: 29/ 65

Meta Characters: 127/160

The Page – Quiz

The Page URL – <https://zersey.com/post-personality-quiz/XpressIt/>

The Title Tag of the Page – Create different types of quizzes with Zersey.

The Meta Description of the Page – Create and play new and different types of quizzes in Zersey. Increase your general knowledge and keep yourself updated.

The H1 of the Page - Quiz

The H2 of the Page - Difficulty

Title Character: 46/ 65

Meta Characters: 119/160

The Page – Profile

The Page URL – [https://zersey.com/userprofile/<UserName](https://zersey.com/userprofile/%3cUserName)>

The Title Tag of the Page – Profile page which gives you overview on your actions.

The Meta Description of the Page- Browse through your profile page to keep a record of all the activities. This page also stores the general information like :Gender and date of birth.

The H1 of the Page - Profile

The H2 of the Page - Users

Title Character: 54/ 65

Meta Characters: 150/160