ENOVTECH

E n a b l i n g I n n o v a t i o n

**Meeting Report**

# IMPORTANT: Tasks assigned to me by Ms. Margareta MN Negongo (create two web pages and posters).

**Date: 15/02/22**

1. **Main Topics Discussed:**

What is an SEO constructed Website?

How to build an SEO formulated Website?

Building a Webpage from scratch and enabling it in an SEO format

Which tools to use for an SEO Website?

1. **What I have learned:**

What is an SEO?

Search engine Optimization (SEO) is increasing your websites visibility in the organic search results of major search engines.

How does SEO’s work?

Through the use of technical, on page and off page SEO tactics, marketers effectively tell search engines what their website is all about and why it should rank well in search engine results pages.

Why do Websites need SEO’s?

To enable them to reach enough traffic and show up on search engines easily let they be presented to many more people. Links Websites with keywords and phrases which makes it easier for them to pop up when a specific keyword is searched up on a search engine.

1. **Challenges:**

Implementing SEO’s on an already build Website.

* Learning how to properly implement and set up SEO into a website was straining and one really had to deep search in order to have a grasp idea on how to come to it.
* Trying to familiarize yourself with the website to know each function of it and knowing and why it was implemented so one can implement the SEO correctly and efficiently.

Implementing SEO’s on a Website build from scratch.

* Integrating the SEO’s with the website being created offers great challenges on implementing and making sure it’s supported.
* Creating on page keywords and making sure they have the perfect tag.

# Overcoming the challenges:

Did some deep searching on platforms such as Youtube and Google to get a better understanding of the topic.

Trial and error method helped as I got more first-hand experience with SEOs.

# For future work

# Applying newly found knowledge to other websites on bigger scales.

# Applying SEOs on hosted Websites.

# Tracking the progress and the traffic the Websites are receiving.

|  |  |  |
| --- | --- | --- |
| 142, Erosweg Str | +264 85 701 2971 | [Enquires@enovtech.xyz](mailto:Enquires@enovtech.xyz) |
| Windhoek, Namibia | +264 81 477 4731 | enovtech.xyz |
| Reg Nr: CC/2021/08947 |  |  |