

Search Engine Optimization



Conduct an SEO Audit



Part One: Analysis of an Audit



Technical Review: Screaming Frog

1	<p><i>Does Screaming Frog successfully spider the website?</i></p> <p><i>Yes Using the data gleaned from the tool's website crawl, you may use it to enhance your SEO.</i></p>
2	<p><i>Is the site developed with a clear information hierarchy; how so?</i></p> <p>a tool that will virtually crawl any website and spit out a vast quantity of information about the site, which you can then utilize to enhance the functionality of your site.</p>
3	<p><i>Is the content organized in a logical structure; how so?</i></p> <p>Boost the material and titles on each page. The key components that communicate your message and value to your visitors and search engines are your headers and content. They ought to be enlightening, entertaining, and keyword and intent optimized. Hemingway, Grammarly, and Copyscape are a few examples of tools you may use to review your headings and content to make sure they are clear, succinct, and creative.</p>



Technical Review: Core Web Vitals

1	<p><i>What factors are used to determine Core Web Vitals assessment?</i></p> <ul style="list-style-type: none">● Factor Core Web Vitals Desktop.
2	<p><i>Which specific measurement is lacking (scoring poorly)?</i></p> <ul style="list-style-type: none">● Factor CWV Mobile
3	<p><i>What are 3 things that could be done to improve CVW for Udacity.com?</i></p> <ul style="list-style-type: none">● Fix the image element and explicit it● Improve in loading page for 3G to the modern internet speed 5G● Increase the impact of third -party Code
4	<p><i>What is the value of passing the Core Web Vitals test?</i></p> <p><i>increases user engagement and business metrics.</i></p>



Technical Review: SE Ranking and Ahrefs Pt 1

1	<p><i>Is the site being spidered and indexed by Google?</i></p> <ul style="list-style-type: none">• Yes
2	<p><i>How many pages are indexed in Bing?</i></p> <ul style="list-style-type: none">• 29
3	<p><i>What is the Top Issue in SERanking?</i></p> <ul style="list-style-type: none">• Website speed• Title• Description• Http Status Code
4	<p><i>What is the Top Issue in Ahrefs?</i></p> <ul style="list-style-type: none">• HTTPS page• Page has link's to broken Page• 404 page• Broken redirect• Duplicate page without Canoical• Image File Size to large



Technical Review: SE Ranking and Ahrefs Pt 2

1	<p><i>What is the Health Score based on?</i></p> <p>Reflects the proportion of internal URLs on your site that don't have errors.</p>
2	<p><i>What kinds of URL errors are causing a poor health score?</i></p> <p>HTTPS page has internal links to HTTP</p>
3	<p><i>Explain the issue: "Duplicate pages without canonical"</i></p> <p>It indicates that Google has discovered identical or extremely similar material on your website but is unable to identify which page is the original or canonical version.</p>



On-Page Content Review: Screaming Frog

1	<p><i>How many on-page factors are duplicated?</i></p> <ul style="list-style-type: none">• 7
2	<p><i>What is the advantage of Page Titles being less than 60 characters?</i></p> <p>maximizing the available area and avoiding the majority of titles getting cut off.</p>
3	<p><i>Why are Meta-Descriptions important?</i></p> <p>They inform Google about the subject matter of your website. Google will have a better chance of ranking your website to respond to search queries if they can read and understand the content of your meta description.</p>
4	<p><i>Which on-page factors are missing?</i></p> <ol style="list-style-type: none">1. Site speed2. Mobile Responsiveness3. Image alt-text



On-Page Content Review: SE Ranking

1	<p><i>Which keywords are ranking in the top 10 in Google?</i></p> <ul style="list-style-type: none">● Programming in python● Python programs● Python courses
2	<p><i>How many keywords are ranking in positions 11-30?</i></p> <ul style="list-style-type: none">● 14
3	<p><i>Which keywords have the highest search volume?</i></p> <ul style="list-style-type: none">● Learning Python● Python learning● Coding in python
4	<p><i>What are SERP features? Why are they important in the rankings?</i></p> <p>decide how your website will appear on the first page of Google. an answer from Google to a user's search inquiry. Featured Snippets, Knowledge Graphs, sponsored Google Ads results, and video results frequently appear in SERPs. Google users increasingly prefer direct search results answers.</p>

On-Page Content Review: Website

SEO Analysis Pt 1

1	<ul style="list-style-type: none">● <i>Python is commonly used in web development for creating back-end components, processing data, interacting with databases, and maintaining security. Popular frameworks include Django and Flask.</i>
2	<ul style="list-style-type: none">● <i>Create a variety of data visualizations, including line and bar graphs, pie charts, histograms, and 3D plots. Additionally, Python provides a number of modules that help programmers create data analysis and machine learning applications more rapidly and effectively.</i>
3	<ul style="list-style-type: none">● <i>Simple, natural language syntax improves project development and comprehension.</i>

On-Page Content Review:

Website SEO Analysis Pt 2



1

- *Publish high-quality content : articles with original material, photos, videos, slideshows, infographics, and comments, among other things. No rewriting or copying of already published articles*
- *Page loading speed : When it comes to SEO and ranking, website speed does matter.*
- *Internal Linking : process of hyperlinking to other helpful pages on your website.*

I recommend

1. *Page Titles*
2. *Meta Descriptions*
3. *Mobile Responsiveness*

On-Page Content Review:

Website SEO Analysis Pt 3



1

- *Headers : known as body tags, refer to the HTML element <h1>, <h2>, <h3>, and so on.*
- *High-Quality Page Content : at its core on-page SEO. It explains to users and search engines what the purpose of your website and company is.*
- *Page URLs : should be easy for search engines and readers to understand.*

I recommend

1. *Headings and content formatting : Make your headlines intriguing and beneficial for visitors that want to skim read articles by staying away from utilizing only one word as a heading.*
 - *Use bold, underline or italics to highlight the important parts of a page.*
 - *Use enough spacing between the paragraphs to make the text easier to read.*
2. *Social Share Buttons : Simple and efficient social media buttons can increase website traffic and page views quickly.*
3. *Keywords : terms included into web content to raise those terms' search engine results. The majority of keywords are found while performing keyword research, and they are selected using a combination of search volume, competition, and commercial intent.*

Off-Page Content Review:

Backlinks Pt 1



1	<i>What is the Udacity.com Domain Trust score?</i> <ul style="list-style-type: none">● 90
2	<i>What is the total number of backlinks?</i> <ul style="list-style-type: none">● 14.1M
3	<i>How many domains are linking to Udacity.com?</i> <ul style="list-style-type: none">● 49.3k
4	<i>How many links are dofollow?</i> <ul style="list-style-type: none">● 13.76M
5	<i>How many links are nofollow?</i> <ul style="list-style-type: none">● 294.61k

Off-Page Content Review:

Backlinks Pt 2



6	<p><i>How many links are to the homepage?</i></p> <ul style="list-style-type: none">● 93
7	<p><i>How many links are to other pages? Why is this desirable?</i></p> <ul style="list-style-type: none">● 99.9k
8	<p><i>What is the link trend over the past 12 months?</i></p> <p>APPLY NOW</p>
9	<p><i>What do you learn from the Anchor Text report?</i></p> <p><i>aim is to inform website users and search engines about the information on the linked page or resource.</i></p> <p><i>a page or website that can be accessed by clicking on a link's clickable portion. It may take the form of a word, a phrase, or even an image.</i></p>



Competitive Analysis Pt 1

1	<i>Which of the competing websites has the most backlinks?</i> <ul style="list-style-type: none">● Coursera.org
2	<i>Which of the competing sites has the most referring domain links?</i> <ul style="list-style-type: none">● coursera.org
3	<i>What are the Domain Trust rankings of the competing sites?</i> <ul style="list-style-type: none">● 91
4	<i>Analyze the competitor rankings for 'Learn Python' in both reports: Do the rankings lineup with backlinks factors? Where do factors not lineup to the rankings?</i>



Competitive Analysis Pt 2

	Domain Trust	Page Trust	Number of Referring Domains	Total Number of Links	Estimated Monthly Traffic
Udacity	• 90	21	• 49.3K	• 14.9M	• 2.3M
Code Academy	• 90	23	• 135.4K	• 10.2M	• 1.3M
Coursera	• 91	24	• 346.5K	• 20.6M	6.3M
Programiz	• 76	29	• 15.3K	• 214.4 K	• 1.8M
Geeks For Geeks	• 89	38	• 74.1K	• 5.1M	• 5.6M



Part Two: Final Assessment and Presentation



Final Assessment: Audit Synthesis Pt 1

1	<i>evaluates how effectively your website is optimized for search engines. It pinpoints mistakes that could harm your site's ranking as well as chances that could raise it.</i>
2	Backlink profile
3	<ul style="list-style-type: none">● <i>long loading times</i>● <i>Bad UX design</i>● <i>Broken Links</i>



Final Assessment: Audit Synthesis Pt 2

1	<ul style="list-style-type: none">● <i>A bad user experience is created if your website takes longer than two seconds to load.</i>
2	<ul style="list-style-type: none">● <i>The user experience of your website might influence whether users want to remain exploring and eventually convert.</i>
3	<ul style="list-style-type: none">● Whether it's an internal link or an external one, the visitor cannot access the page you're linking to, which makes using your website challenging. Pages that load and inform users that a page is unavailable are known as 404 redirects.



Final Assessment: Recommendations

1	<ul style="list-style-type: none">● <i>Structured data matters</i>
2	<ul style="list-style-type: none">● Internal linking
3	<ul style="list-style-type: none">● Obtain backlinks
4	<ul style="list-style-type: none">● Title tags
5	<ul style="list-style-type: none">● Page freshness



Presentation: Defend Recommendation 1

- 1 making a difference for clients in various industries, yet different structured data will be needed for various websites and pages within the website. the content on the page quicker and simpler for crawlers to digest, making it a potent yet frequently overused tool. It will have a significant good effect on your sites if used correctly.



Presentation: Defend Recommendation 2

- 1 *The best user experience or the quickest way for crawlers to find your sites may result from linking to every category from your homepage, but this will also affect the amount of equity the page is providing to all the pages it links to.*



Presentation: Defend Recommendation 3

- 1 when an anchor text on one website links to another. Any article you come across with a link to another source or website is an example of a backlink. Examples of website backlinks can be found all over the internet, particularly on well-known blog sites that link to pertinent information.



Presentation: Defend

Recommendation 4

- 1 *is a section of HTML code that represents a webpage's title and can be seen in search engine results, social media posts, and browser tabs. One of the simplest strategies to raise your Google ranking is to optimize your title tags. Title tags inform Google of the topic of your page.*



Presentation: Defend Recommendation 5

- 1 based on a number of variables, but one of the simplest ways to tell Google how recent your website is is to just include a date on it. This holds true for blogs and news, but it also holds true for product pages that deal with dates, like event websites.



Standout Suggestions



Standout Suggestion #1: On-Page Comparison Part 1

In competitive Research domain crussera.org its have more Domain truse and it will increase in the backlines user its deferent in competitive Research domain programiz.com Maybe because deferent language it's has less domain trust then we need URL Optimization : should avoid the structure of dynamic URLs and be brief and keyword-rich. First off, a URL structure with 3 to 5 words is more significant because it gives the website more authority. One of the recommended practices is the use of keywords in URLs. Yopage rank in search engines like Google and others will increase URL is properly structured and contains relevant keywords.



Standout Suggestion #1: On-Page Comparison Part 2a

- 1 *Voice search optimization: It's critical to optimize your website for voice search given the growing appeal of voice assistants like Apple's Siri and Amazon's Alexa. This calls for the use of natural language search terms and long-tail keywords, as well as making sure your website is mobile-friendly and loads quickly.*



Standout Suggestion #1: On-Page Comparison Part 2b

- 1 *Web crawling: can be used to create web crawlers, which are programs that search websites and collect information about their pages. This can be helpful for SEO because web crawlers can help you find technical SEO problems like broken links or missing metadata.*



Standout Suggestion #1: On-Page Comparison Part 2c

1

Custom tools: It is a flexible programming language that may be used to create unique tools and scripts for SEO chores. You may, for instance, create a program that scans your website for broken links or a program that creates XML sitemaps for your website.



Standout Suggestion #1: Off-Page Comparison Part 1

1

- Backlink Coursera Report have more referring backlinks than Backlink Code Academy Report then we can rank well.and replicate them effective tool that supports your efforts to increase your web visibility.Backlink the most crucial off-page ranking elements since they support the development of page-rank authority, a key ranking element for Google.
- Find Broken Links
- Write Guest Blogs
- Identify Unlinked Brand Mentions
- Pitch Shareable Content
- Offer Expert Advice
- Keep Link Quality



Standout Suggestion #1: Off-Page Comparison Part 2a

- 1 *Link Building : the process of creating backlinks, commonly referred to as one-way links, to a website with the aim of enhancing search engine exposure. Content marketing, creating practical tools, email outreach, fixing broken links, and public relations are examples of common link-building techniques.*



Standout Suggestion #1: Off-Page Comparison Part 2b

- 1 *Paid Links : Paid links are those that the website owner or advertiser has purchased. Rel="sponsored" should be used on these links to let search engines know that they are sponsored. Even while sponsored or paid links might assist a website's SEO, Google and other search engines demand that they be disclosed and clearly marked as such.*



Standout Suggestion #1: Off-Page Comparison Part 2c

- 1 *Backlinks from Webinars : give websites relevant content to link to. Webinars are frequently posted on websites in order to link to and mention your business. These backlinks can be acquired by employing techniques similar to those for blog promotion. The websites you target for guest blogging may use your webinar as a resource.*