

Date:

Exercise - 6

ANALYZING WEBSITE PERFORMANCE ON SEARCH ENGINE USING SEO AUDIT

AIM:

To identify issues affecting the organic search performance of a website using an SEO Audit.

OBJECTIVE:

Check the status of the following issues on the website:

- Technical SEO issues
- Website structure issues
- On-page SEO issues
- Off-site problems
- User experience issues
- Content gaps and opportunities
- Competitive marketplace insights

REQUIRED TOOLS:

- experte.com
- GTmetrix
- Spotibo
- BrokenLinkCheck
- Google Search Console
- Google Analytics
- Other free tools

PROCEDURE:

1. On-Page Audit

a. Basics

- Site Indexed or not?

Use the site: keyword in Google Search to check if the site is indexed.

- CTA Included or not?

Ensure Call-To-Actions (CTAs) are available in all portions of the website.

- Necessary Pages Exist or not?

Verify the presence of essential pages like About Us, Contact Us, Privacy Policy, Disclaimer, and Terms and Conditions.

- SSL Certificate Used or not?

Check if the lock symbol and HTTPS are present in the website URL.

- SSL Redirect or not?

Ensure HTTPS is available on all web pages.

- Is the Site Mobile Friendly?

Use [experte.com](https://www.experte.com) to check mobile-friendliness.

- Mobile Spend?

Use GTmetrix to check LCP (closer to 2.5 seconds), TBT (less than 300 milliseconds), and CLS score (less than 0.1).

b. Technical

- Sitemap Available or not?

Verify if the `sitemap.xml` file is present.

- Robots.txt Available or not?

Check for the presence of the `robots.txt` file.

- How Many Pages Have Thin Content?

Use Spotibo to check for pages with low word content.

- How Many Pages Have Duplicate Content?

Use Spotibo to identify duplicate content.

- How Many Pages Have Broken Links?

Use BrokenLinkCheck to find broken links.

- 301 Redirect?

Use Spotibo to check for 301 redirects.

c. Optimization (using Spotibo)

- Meta Titles and Meta Descriptions

- URL Structure
- H1 Tags Canonical Tags
- Image Alt Tags

2. Off-Page Audit

- **Backlink Profile**

Analyze using Ubersuggest or some other free tools available on the web.

- **Trust Flow & Citation Flow**

Check using tools like Majestic or some other free tools available on the web.

3. Analytics Audit

- **Check Traffic, Audience**

Use Google Analytics to assess traffic and audience metrics.

- **Check Bounce Rate**

Analyze bounce rate using Google Analytics.

4. Search Console Audit

- **Crawling and Indexing Errors**

Use Google Search Console to identify crawling and indexing issues.

- **Penalties**

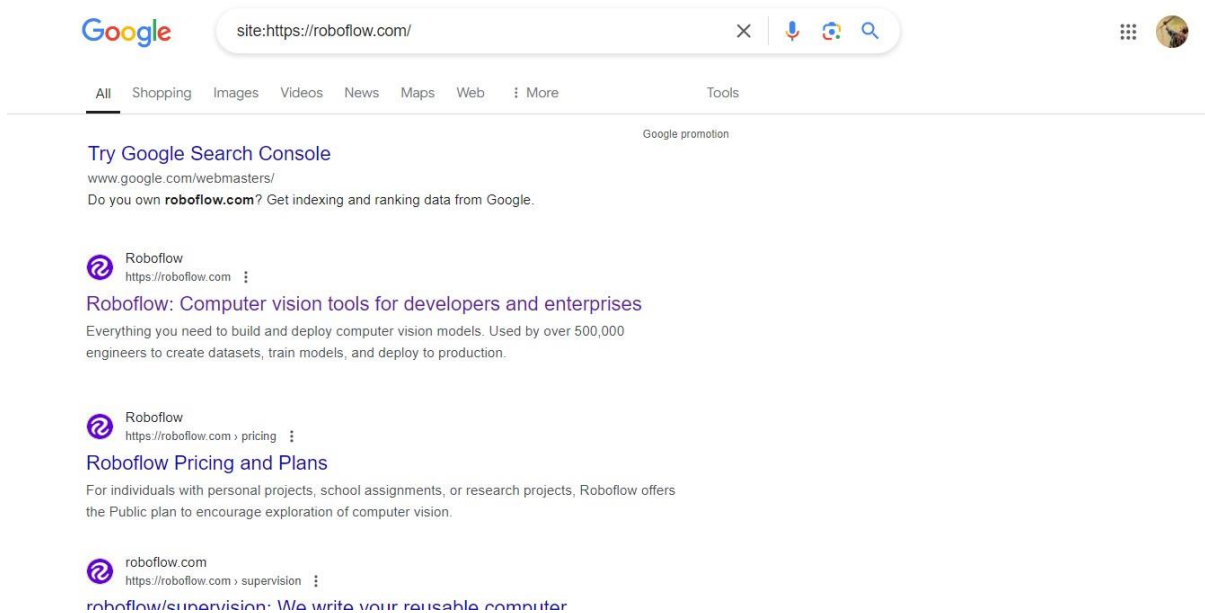
Check for any manual actions or penalties in Google Search Console

OUTPUT:

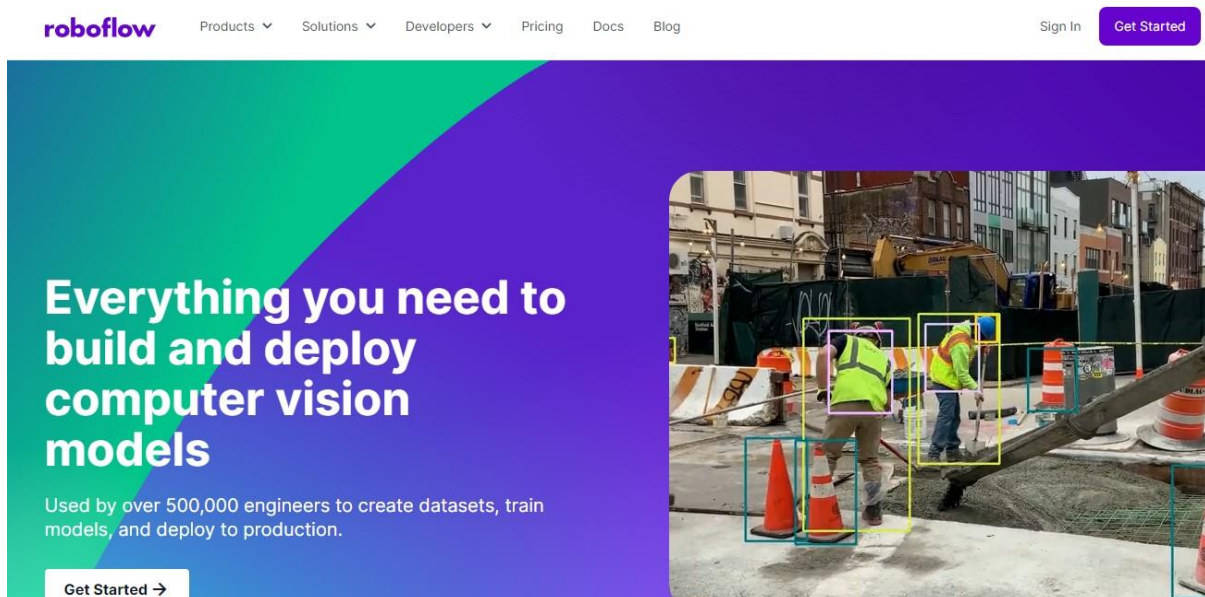
SEO AUDIT for <https://roboflow.com/>

Basic

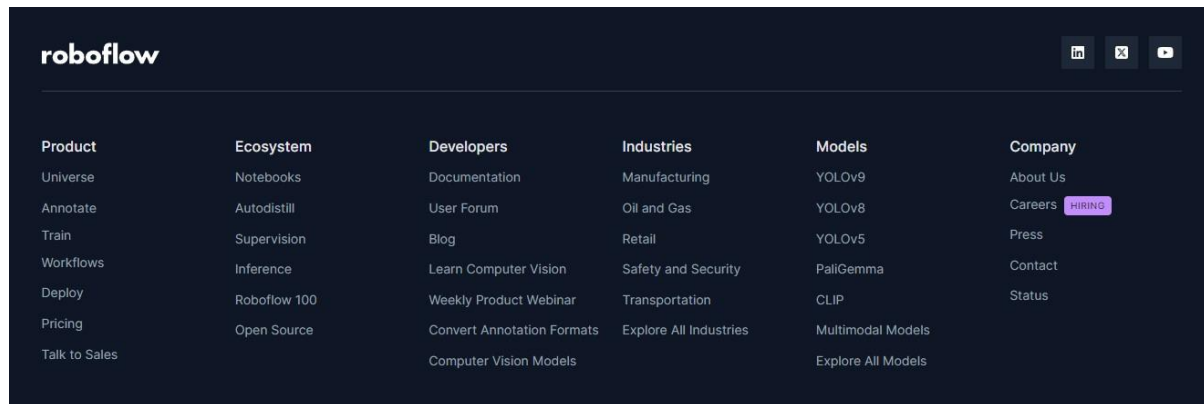
Site indexed



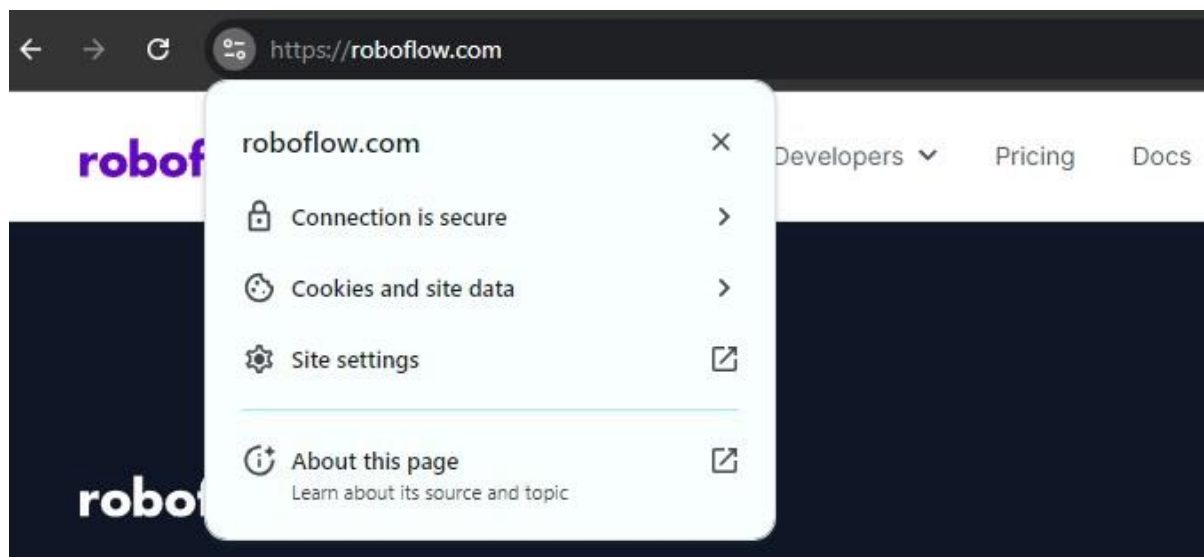
CTA not indexed



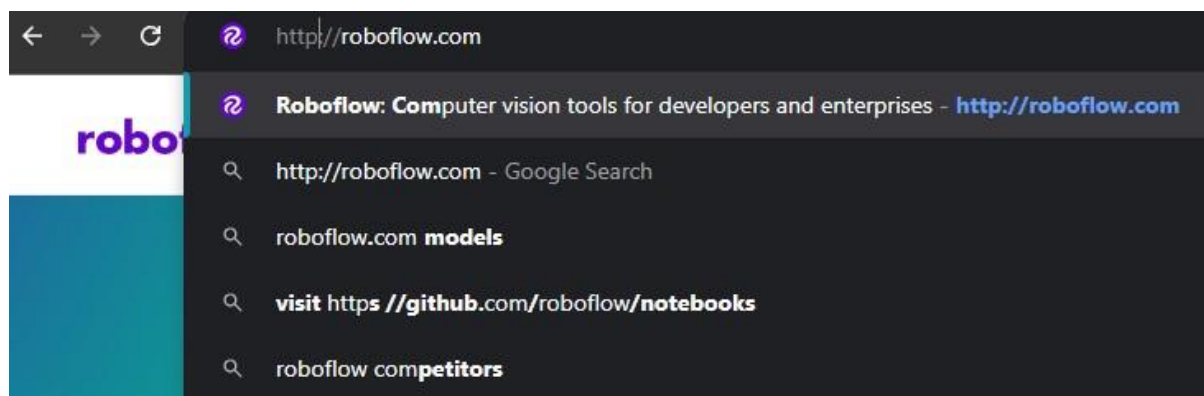
Necessary pages

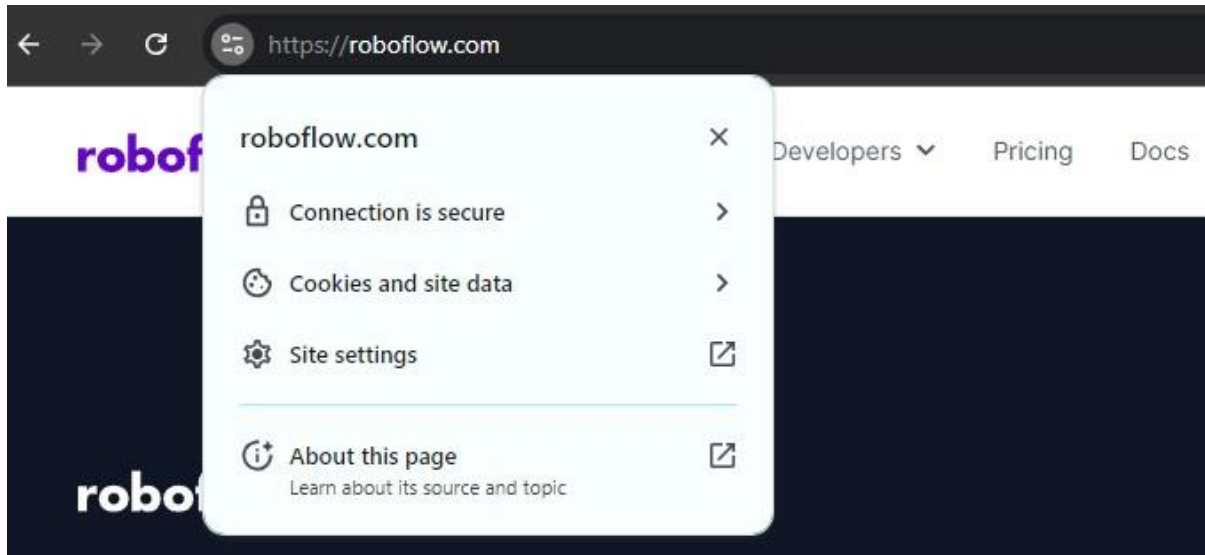


SSL certificate




SSL redirect





Mobile friendly

 **SEOMATOR**


PricingFeaturesFree SEO AuditFree SEO ToolsAI SEO AssistantLogin[Get Started](#)

Free SEO Tools

Free Mobile Friendly Test

Test the mobile-friendliness of your website with our easy-to-use tool.
Simply enter your website's URL and our tool will analyze it for mobile compatibility, providing a report on its performance and suggesting any necessary changes. Improve your website's mobile experience for your users today!

[Submit](#)

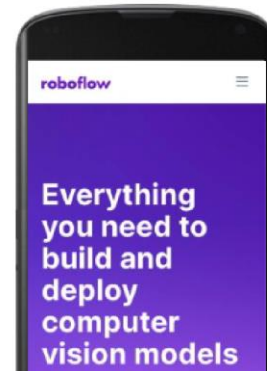
 This website supports mobile devices.

Mobile speed

Page speed

⚠ Largest Contentful Paint (LCP) ⓘ	3.18 seconds
✓ First Input Delay (FID) ⓘ	0.00 seconds
✓ Cumulative Layout Shift (CLS) ⓘ	0.03

How to optimize your web page and make it faster? [Show the details](#)



Technical

Sitemap

```
← → ↺ 🌐 roboflow.com/sitemap.xml

<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xhtml="http://www.w3.org/1999/xhtml">
  <url>
    <loc>
      https://roboflow.com
    </loc>
  </url>
  <url>
    <loc>
      https://roboflow.com/contact
    </loc>
  </url>
  <url>
    <loc>
      https://roboflow.com/maintenance
    </loc>
  </url>
  <url>
    <loc>
      https://roboflow.com/terms-march-10-2023
    </loc>
  </url>
  <url>
    <loc>
      https://roboflow.com/privacy
    </loc>
  </url>
  <url>
    <loc>
      https://roboflow.com/sales
    </loc>
  </url>
  <url>
    <loc>
      https://roboflow.com/features
    </loc>
  </url>
  <url>
    <loc>
      https://roboflow.com/about
    </loc>
  </url>
</urlset>
```

Robots.txt available



User-agent: *
Allow: /

Sitemap: https://roboflow.com/sitemap.xml

Duplicate content

Duplications and canonicals

✓ 0

Duplicate pages ▾

show details

Turn off

✓ 0

Duplicate title ▾

show details

Turn off

✓ 0

Duplicate H1 on multiple pages ▾

show details

Turn off

✓ 0

Duplicate meta descriptions ▾

show details

Turn off

301 redirect

✓ 0

Pages with a 301 redirect ▾

show details

Turn off

Broken link check

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	https://roboflow.com/annotate-old	Explore Roboflow Annotate	url src	404
2	https://roboflow.com/how-to-augment/yolov9	Augmentation Guide	url src	404
3	https://github.com/ultralytics/ultralytics/releases/download/v8.0.0/yolov8n.pt https://roboflow.com/formats-old	format our data	url src	404
4	https://github.com/ultralytics/ultralytics/releases/download/v8.0.0/yolov8n.pt	YOLOv8n	url src	404
5	https://github.com/ultralytics/ultralytics/releases/download/v8.0.0/yolov8s.pt	YOLOv8s	url src	404
6	https://github.com/ultralytics/ultralytics/releases/download/v8.0.0/yolov8m.pt	YOLOv8m	url src	404
7	https://github.com/ultralytics/ultralytics/releases/download/v8.0.0/yolov8l.pt	YOLOv8l	url src	404
8	https://github.com/ultralytics/ultralytics/releases/download/v8.0.0/yolov8x.pt	YOLOv8x	url src	404
9	https://www.callin.com/episode/ep4-the-future-of-computer-vision-cpEuMWSRQA	Ep.4: The Future of Computer Vision <PII	url src	404

Thin link content

Low Content Rate

✓

Your page has a low content rate. This can negatively impact your page load speed and user experience.

Optimization

Meta Titles and Meta Descriptions

Titles

✓ 0	Title tag is empty or not set ▼	show details ⓘ	Turn off
✓ 0	Duplicate title ▼	show details ⓘ	Turn off
⚠ 6	Title tag is too short ▼	show details ⓘ	Turn off
✓ 0	Title tag is too long ▼	show details ⓘ	Turn off
✓ 0	There is more than one title tag in <head> ▼	show details ⓘ	Turn off

Meta descriptions

⚠ 1	Meta description is empty or not set ▼	show details ⓘ	Turn off
✓ 0	Duplicate meta descriptions ▼	show details ⓘ	Turn off
⚠ 1	Meta description is too short ▼	show details ⓘ	Turn off
⚠ 7	Meta description is too long ▼	show details ⓘ	Turn off
✓ 0	Pages with more than one meta description in <head> ▼	show details ⓘ	Turn off

URL Structure

H1 Tags

Headings

✗ 3	H1 tag is empty or not set ▼	show details ⓘ	Turn off
✓ 0	There is no heading on the page ▼	show details ⓘ	Turn off
✓ 0	Duplicate H1 on multiple pages ▼	show details ⓘ	Turn off
⚠ 1	There is more than one H1 tag on the page ▼	show details ⓘ	Turn off

Canonical Tags

```
... <link rel="canonical" href="https://www.tutorialspoint.com"> == $0
```

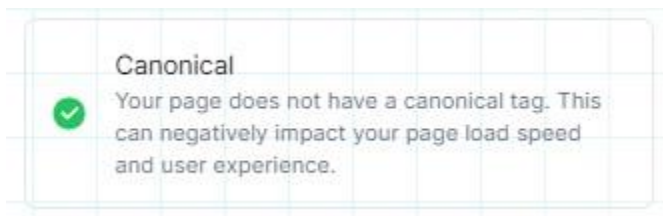


Image Alt Tags

Images

✓ 0

Images on the page are too big ▼

show details

Turn off

✓ 0

Duplicate images ▼

show details

Turn off

Off page audit

Back link profile

Referring domain count

Referring domain authority

Backlink count

Anchor text spam

Link graph

No follow and Do follow link count

Ubersuggest

EN

US

Ubersuggest

CONSULTING

PLANS & PRICING

roboflow.com

Dashboard

Rank Tracking

SEO Opportunities

My Workspace

Chrome Extension

Site Audit

Keyword Research

Traffic Estimation

Backlinks

Backlinks Overview

Backlink Opportunity

Labs

AI Writer

Site Audit

roboflow.com

Last Crawl: August 27, 2024 10:23 PM

RECRRAWL WEBSITE

EXPORT TO CSV

Send Feedback

ON-PAGE SEO SCORE

79

GREAT

ORGANIC MONTHLY TRAFFIC

43,251

GREAT

ORGANIC KEYWORDS

11,471

GREAT

BACKLINKS

160,545

GREAT

We found more than 150 pages on your website. Google ranks sites higher when every page is optimized for SEO.

Upgrade your account to crawl your whole site.

PAGES DISCOVERED

150

We've crawled 150 pages and found 0 blocked pages for a total of 150 pages discovered.

PAGE STATUS

Successful

150

Redirected

0

Broken

0

SEO ISSUES DISCOVERED

95

TOP SEO ISSUES

17 pages have a low word count

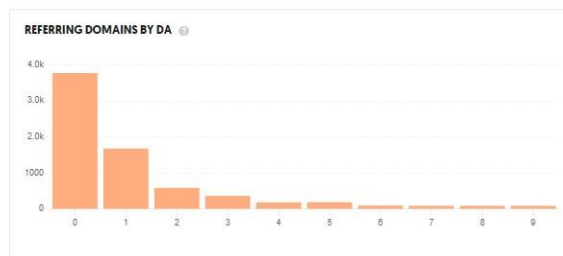
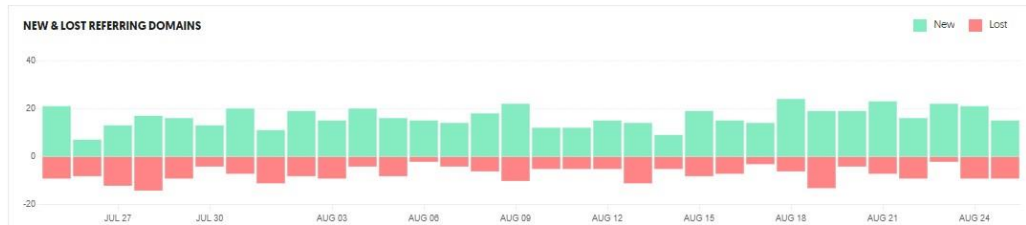
View Details

6 pages with duplicate meta descriptions

View Details

2 pages with duplicate <title> tags

View Details



ANCHOR TEXT	BACKLINKS
roboflow	2,994
	292
roboflow.com	188
https://roboflow.com/	90
https://roboflow.com	72
website	52

[View All Anchor Text Distribution](#)

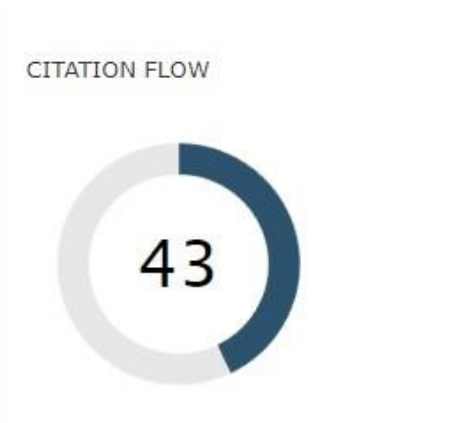
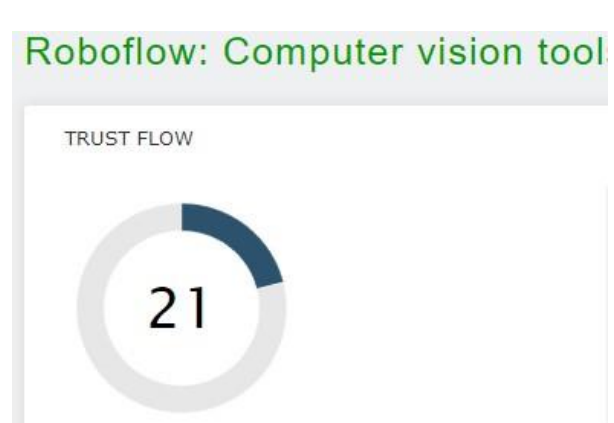
BACKLINKS 1 - 100 [160,545]

SOURCE PAGE TITLE & URL TARGET PAGE		DOMAIN AUTHORITY	PAGE AUTHORITY	SPAM SCORE	ANCHOR TEXT	FIRST SEEN	LAST SEEN
Faster inference for PyTorch models with OpenVINO Integration with Torch-ORT - Micro...		98	52	24%	case study	01/15/2023	12/07/2023
Source: cloudblogs.microsoft.com/opensource/2022/12/01/faster-inference... Target: blog.roboflow.com/accelerate-pytorch-openvino-torch-ort/							
Timeline of algorithms - Wikipedia		97	67	9%	the original	06/09/2024	06/09/2024
Source: en.wikipedia.org/wiki/Timeline_of_algorithmst Target: blog.roboflow.com/guide-to-yolo-models/							
GitHub - public-apis/public-apis: A collective list of free APIs		96	76	1%	roboflow universe	09/29/2021	08/23/2024
Source: github.com/public-apis/public-apis Target: universe.roboflow.com/							

Trust flow and Citation flow

Trust flow is based on quality of backlink - important

Citation flow is based on number of backlinks



Analytics audit

Traffic

Audience

Bounce rate

Get a detailed SEO overview of a site or page URL

https://roboflow.com/

Domain

Language / Country

English / India

SEARCH

You're using a free version of Ubersuggest.

2 out of 3 free daily searches available

UPGRADE

Traffic Overview : https://roboflow.com/

TRAFFIC

ORGANIC

43,251

GOOD

PAID

0

Previous month

Organic

100.0%

Paid

0.0%

ORGANIC KEYWORDS

11,471

DOMAIN AUTHORITY

47

GREAT

PAID KEYWORDS

0

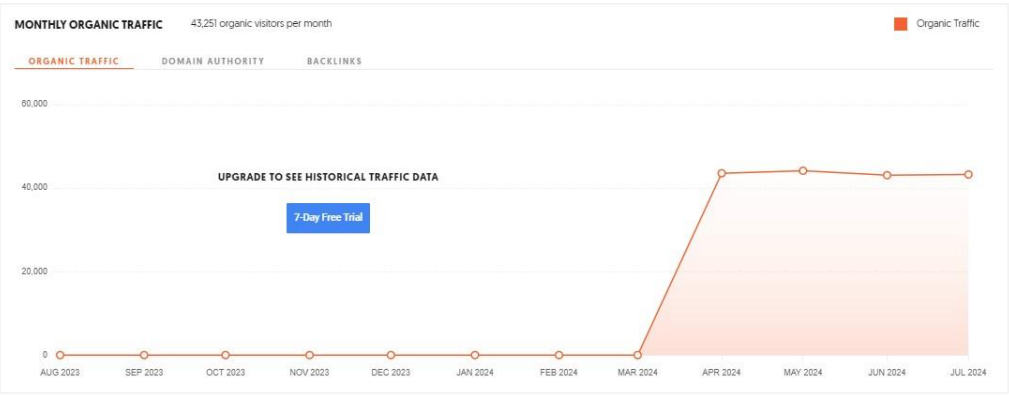
BACKLINKS

160,545

AMAZING

NoFollow: 100,802

Send Feedback



Top Pages by Traffic : https://roboflow.com/

EXPORT TO CSV

COPY TO CLIPBOARD

0 of 10 Selected

TOP PAGES BY COUNTRY

IN / EN [1,795]

US / EN [7,613]

US / ES [4,838]

KR / KO [3,464]

MORE

<input type="checkbox"/>	SEO TITLE URL	EST. VISITS	BACKLINKS	f	p	in
<input type="checkbox"/>	Roboflow: Computer vision tools for developers and enterprises roboflow.com/	453 <div>View All</div>	9,412 <div>View All</div>	143	2	2
<input type="checkbox"/>	Roboflow Annotate: Label Images Faster Than Ever roboflow.com/annotate	445 <div>View All</div>	296 <div>View All</div>	0	0	0
<input type="checkbox"/>	Explore Top Computer Vision Models roboflow.com/models	276 <div>View All</div>	1,676 <div>View All</div>	0	0	0
<input type="checkbox"/>	Top Object Detection Models roboflow.com/model-task-type/object-detection	210 <div>View All</div>	10 <div>View All</div>	0	0	0
<input type="checkbox"/>	Faster R-CNN Object Detection Model: What is, How to Use roboflow.com/model/faster-rcnn	98 <div>View All</div>	7 <div>View All</div>	0	0	0
<input type="checkbox"/>	ModuleNotFoundError: no module named 'cv2' (OpenCV) roboflow.com/use-opencv/moduleNotFoundError-no-module-named-cv2	45 <div>View All</div>	1 <div>View All</div>	0	0	0
<input type="checkbox"/>	Computer Vision Annotation Formats roboflow.com/formats	39 <div>View All</div>	154 <div>View All</div>	0	0	0
<input type="checkbox"/>	Top Image Captioning Models roboflow.com/model-feature/image-captioning	28 <div>View All</div>	0 <div>View All</div>	0	0	0
<input type="checkbox"/>	How to label data for YOLOv8 training roboflow.com/tutorial/how-to-label-data-for-yolo-v8	24 <div>View All</div>	0 <div>View All</div>	0	0	0

Help

Search Console Audit

Crawling and Indexing errors

Indexation and crawling

✓ 0	Pages are blocked by robots.txt ▼	show details ⓘ	Turn off
✓ 0	Pages with noindex tag ▼	show details ⓘ	Turn off
✓ 0	Pages with nofollow tag ▼	show details ⓘ	Turn off
✓ 0	CSS is blocked by robots.txt ▼	show details ⓘ	Turn off
✓ 0	JavaScript is blocked by robots.txt ▼	show details ⓘ	Turn off

Penalties

RESULT:

Thus, issues affecting the organic search performance of a website using an SEO Audit have been identified successfully.

Date:

Exercise – 7

GOOGLE KEYWORD PLANNER - DISCOVER KEYWORDS AND GET SEARCH VOLUME & FORECASTS

AIM:

Explore Google Keyword Planner to discover new keywords and learn how to get search volume and forecasts for better keyword selection in your marketing campaigns

REQUIREMENTS:

Google Ads account. Internet connection. List of potential topics or products.

PROCEDURE:

1. Access Google Keyword Planner

- Go to <https://ads.google.com/> and log in.

2. Navigate to Keyword Planner

- Click "Tools & Settings" > "Keyword Planner."

3. Discover Keywords - Start with Keywords

- Choose "Discover new keywords."
- Select "Start with keywords."
- Enter seed keywords (e.g., "running shoes," "fitness tracker").
- Refine search options (optional).
- Click "Get Results."

4. Discover Keywords - Start with a Website

- Choose "Discover new keywords."
- Select "Start with a website."
- Enter your website's URL.
- Refine search options (optional).
- Click "Get Results."

5. Review Keyword Suggestions

- Examine the list of relevant keywords.
- Check average monthly searches and competition.

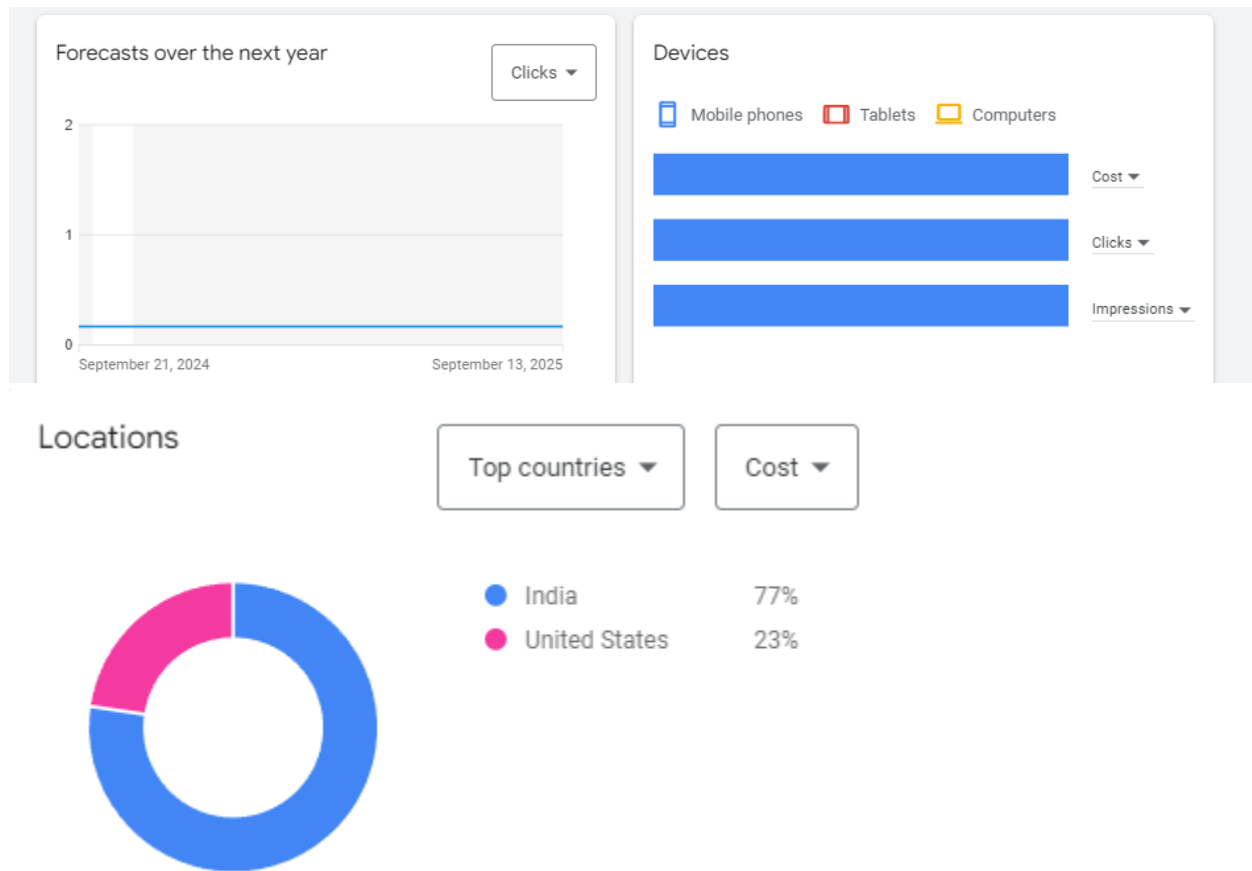
6. Get Search Volume and Forecasts

- Select desired keywords.
- Click "Add to plan."
- Review selected keywords in "Keywords in your plan" tab.

- Click "Review plan."
- 7. Review Search Volume and Forecasts**
- Check estimated performance metrics (clicks, impressions, costs, etc.).
 - Use data to make informed decisions for your campaigns.
- 8. Export Keywords and Forecasts (Optional)**
- Click "Download keyword ideas" to export data (CSV or Excel).

OUTPUT:

	A	B	C	D	E	F	G	H	I	J	K	L
1	Keyword	Stats	2024-09-29 at 19_01_19									
2	September 1, 2023 - August 31, 2024											
3	Keyword	Currency	Avg. month	Three mon	YoY change	Competitio	Competitio	Top of page	Top of page	Ad impress	Organic im	Organic av
4	formula on	INR	5000	0%	0%	Low	0					
5	2023 formu	INR	500	900%	0%	Low	0					
6	f1 champio	INR	5000	0%	0%	Low	0					
7	fia formula	INR	500	0%	0%	Low	0					
8	max versta	INR	50	0%	0%	Unknown						
9	2022 formu	INR	50	0%	-90%	Low	0					
10	1950 f1 wc	INR	50	0%	0%	Low	0					
11	1961 f1 wc	INR	50	-100%	-100%	Unknown						
12	1962 f1 cha	INR	50	0%	0%	Low	0					
13	1965 f1 cha	INR	50	0%	0%	Low	0					
14	1965 f1 wc	INR	50	∞	∞	Low	0					
15	1968 f1 wc	INR	50	0%	0%	Unknown						
16	1970 f1 cha	INR	50	0%	0%	Low	0					
17	1970 f1 wc	INR	50	0%	0%	Low	0					
18	1970 formu	INR	50	0%	0%	Unknown						
19	1970 formu	INR	50	0%	0%	Unknown						
20	1970 world	INR	50	0%	0%	Low	0					



RESULT:

Thus, Exploring Google Keyword Planner to discover new keywords and learn how to get search volume and forecasts for better keyword selection in your marketing campaigns are implemented successfully.

Date:

Exercise - 8

KEYWORD RESEARCH EXCELLENCE: UNLOCKING LONG-TERM, HIGH-VOLUME, LOW-COMPETITION KEYWORDS FOR SEO

AIM:

Learn how to find high-quality keywords for SEO that have long-term potential, good search volume, and low competition.

REQUIREMENTS:

We will utilize three powerful keyword research tool

- Keywordsheeter
- Google Keyword Planner
- Ahrefs.com.

PROCEDURE:

1. Introduction to Keyword Research

- Understand the importance of keyword research for SEO.
- Recognize the benefits of finding keywords with long-term potential, high search volume, and low competition.

2. Keywordsheeter

- Use Keywordsheeter to generate keyword ideas related to a specific topic or niche.
- Export the results to a CSV file for further analysis.

3. Google Keyword Planner

- Learn how to use Google Keyword Planner to obtain search volume data for the keywords from Keywordsheeter.
- Identify keywords with good search volume that match your website's content.

4. Ahrefs.com

- Discover Ahrefs.com as a tool to assess keyword difficulty.
- Evaluate the competition for the selected keywords from Google Keyword Planner.

5. Keyword Selection

- Combine data from Keywordsheeter, Google Keyword Planner, and Ahrefs.com to choose the best keywords with long-term potential, good search volume, and low difficulty.

OUTPUT:

Keyword Sheeter

Keyword Planner

\$5 Website Checker

Discount Bundles

Login

Free Keyword Research Tool

ClassicUnited StatesEnglishAdvanced Options

Formula One
formula one race
formula one car
formula one chennai
formula one standings
formula one race in chennai
formula one movie
formula one teams
formula one live
formula one car price
formula one 2024
formula one race car
formula one group

Sheet Keywords

524 - 524

Save to Keyword Planner

Positive Filter

Negative Filter

Create

Campaigns

Goals

Tools

Billing

Admin

Keyword Planner

Plan from Sep 29, 2024, 7 PM, GMT+05:30

Keyword ideasForecastSaved keywordsNegative keywords

Edit plan nameJust savedCreate campaign

IndiaAll languagesGoogleSep 2023 - Aug 2024

+

Columns

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
formula 1 backgro...	—	—	—	—	—	—	—	
formula 1 backgro...	—	—	—	—	—	—	—	
formula 1 backgro...	—	—	—	—	—	—	—	
formula 1 bike	10 - 100	-90%	-90%	Low	—	—	—	
formula 1 bike poli...	10 - 100	0%	0%	High	—	₹0.73	₹0.87	
formula 1 bike price	10 - 100	0%	0%	Low	—	—	—	
formula 1 bike race	10 - 100	0%	0%	Low	—	—	—	

RESULT:

Thus, Learning how to find high-quality keywords for SEO that have long-term potential, good search volume, and low competition is successful.

Date:

Exercise - 9

SOCIAL MEDIA AUDITING USING FANPAGE KARMA WEBSITE

AIM:

To perform a social media audit using the Fanpage Karma website and create various reports using the available options in the categories: Analytics, Engage, Discovery, and More.

TOOLS NEEDED:

- Computer with internet access
- Fanpage Karma account (Sign up if not already done)
- Social media account to audit (e.g., Facebook page, Twitter profile, Instagram account, etc.)

PROCEDURE:

1. Sign in to Fanpage Karma

- Log in to your Fanpage Karma account using your credentials on the website.

2. Select the Social Media Account

- Choose the social media account you want to audit, whether it's your own account or a practice account.

3. Analytics:

- Navigate to the "Analytics" section to gather key insights about your social media account's performance.
- Explore options such as follower growth, engagement metrics, post frequency, and reach.
- Prepare the following Performance Overview Report:
 - Utilize follower growth data, engagement metrics, and reach statistics.
 - Highlight trends and key performance indicators over a specific period.

4. Engage:

- Visit the "Engage" section to assess the engagement level of your posts and interactions with your audience.
- Explore options like top engaging posts, interactions history, and sentiment analysis.
- Prepare the following Engagement Analysis Report:
 - Compile top engaging posts, interactions history, and sentiment analysis.
 - Analyze which content resonates most with your audience and how interactions have evolved.





5. Discovery:

- Explore the "Discovery" section to gain insights into your audience demographics, locations, and interests.
- Utilize options like audience demographics, audience locations, and audience interests.
- Prepare the following Audience Demographics and Interests Report:
 - Combine audience demographics, locations, and interests data.
 - Create a comprehensive profile of your target audience, aiding content customization.

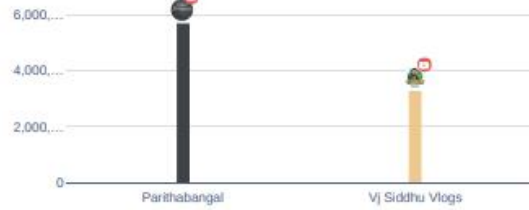
6. More:

- Navigate to the "More" section to access additional features that provide deeper insights.
- Explore options like "Compare Yourself with Others," "Industry Overview," and "Analyze."
- Prepare the following Competitor Comparison Report:
 - Utilize the "Compare Yourself with Others" feature to assess your account's performance against similar accounts.
 - Identify areas of strength and areas for improvement.
- Prepare the following Industry Insights Report:
 - Utilize the "Industry Overview" options, such as Facebook Catalogue, Social Media Index, and news analysis.
 - Gain insights into your industry's social media landscape and trends.
- Prepare the following Content Analysis Report:
 - Utilize the "Analyze" options, such as Post Tracking and Google Analytics integration.
 - Analyze post performance and gather data from Google Analytics for deeper insights.

OUTPUT:

fanpage karma						8/14/24 - 9/10/24
Metrics Overview						
Name	Fans	Post interaction rate	Interactions per impression	Number of comments	Number of Reactions, Comments & Shares	Paid impressions of posts
 Parithabangal @parithabangal	5.7M	0.83%	0.26%	22k	1.1M	
 Vj Siddhu Vlogs @vjsiddhuvlogs	3.3M	5.8%	0.51%	37k	3.0M	

Profiles with the most followers



Top 20 Posts: Number of Reactions, Comments & Shares

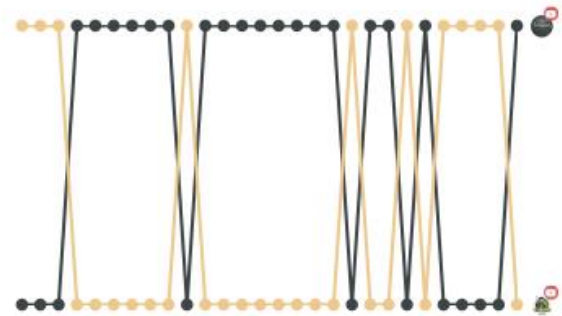


Share of Interactions

Which profile got the most interactions on their posts?

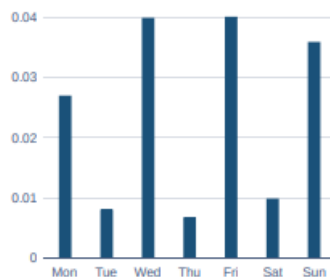


Top 25 Profiles: Number of posts



3.3%
Post interaction rate (Average)

Post interaction rate by days



Top 50 Hashtags: Number of Reactions, Comments & Shares

#shorts #vjsiddhuvlogs #coimbatore #indian2paavangal
 #episode2 #dubaiseries #travelvlog #harshathkhan #coimbatorevirundhu
 #boysgang #boysfun #arupadaitrip #virundhu #bp #episode3 #bachelor
 #funvlogs #funloaded #gopisudhakar #kulanthailathoorparithabangal
 #collegeIVparithabangal #vjsiddhu3millioncelebration #japanvlog #japan
 #settaisheriff #paavangal #reelspaavangal #fullmovie
 #parithabangal #arupadaiveedu #bachelorroompaavangal
 #indian2parithabangal #episode1 #birthdaycelebration #supernova
 #vjsiddhu #bachelorroom #AI #camsoori #episode4 #kovaivirundhu
 #reelsparithabangal #collegepaavangal #rerelease #english
 #Neethanparithabangal #ianpaavangal #episode6 #indian2paavangal

RESULT:

Thus, a social media audit using the Fanpage Karma website and creating various reports using the available options in the categories: Analytics, Engage, Discovery were implemented successfully.

Date:

Exercise – 10

IMAGE SEO FOR BLOGGER

AIM:

To learn and apply image SEO (Search Engine Optimization) techniques for bloggers, focusing on optimizing images within blog posts to improve search engine visibility and user experience.

TOOLS NEEDED:

- Computer with internet access
- Blogging platform or content management system (e.g., WordPress, Blogger, etc.)
- Images to be used in blog posts

PROCEDURE:

1. Select a Blog Post:

- Choose an existing blog post or create a new one where you want to optimize images for SEO.

2. Image Selection:

- Select relevant and high-quality images that complement your blog content.

3. Image Optimization:

- Optimize each image using image editing software (e.g., Adobe Photoshop) or online tools to adjust dimensions and quality.
- Rename the image file to something descriptive and related to the content.

4. Alt Text:

- Add descriptive and concise alt text to each image. Alt text should convey the image's content and purpose for accessibility and SEO benefits.

5. Image Compression:

- Compress images to reduce their file size without compromising quality. Use tools like TinyPNG or ImageOptim.

6. Image File Format:

- Choose the appropriate image file format. Use JPEG for photographs and images with gradients, and PNG for images with transparency or simpler graphics.

7. Image Dimensions:

- Resize images to match the dimensions needed for your blog layout. Avoid using larger images that slow down page loading.

8. Use Descriptive Filenames:

- Use descriptive filenames that include relevant keywords. For example, instead of "IMG12345.jpg," use "best-chocolate-cake.jpg."

9. Image Captions:

- If relevant, add captions to your images. Captions provide context and engagement.

10. Embed Images in Blog Post:

- Embed optimized images within your blog post where they enhance the content.

11. Image Placement:

- Place images near relevant text to create a cohesive visual experience.

12. Schema Markup:

- If applicable, add schema markup (structured data) to your images to provide search engines with more context about the image.

13. Check Mobile Responsiveness:

- Ensure that your images are mobile-responsive and adapt well to different screen sizes.

14. Image Sitemap:

- If you have multiple images, consider creating an image sitemap and submitting it to search engines using Google Search Console.

15. Preview and Test:

- Preview your blog post to ensure that images are properly displayed and load quickly.
- Test the blog post on different devices and browsers to ensure optimal image display.

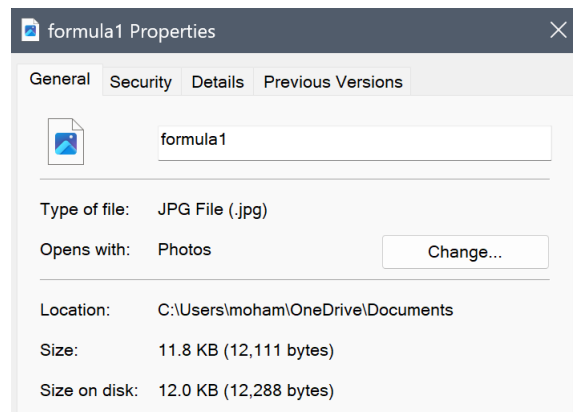
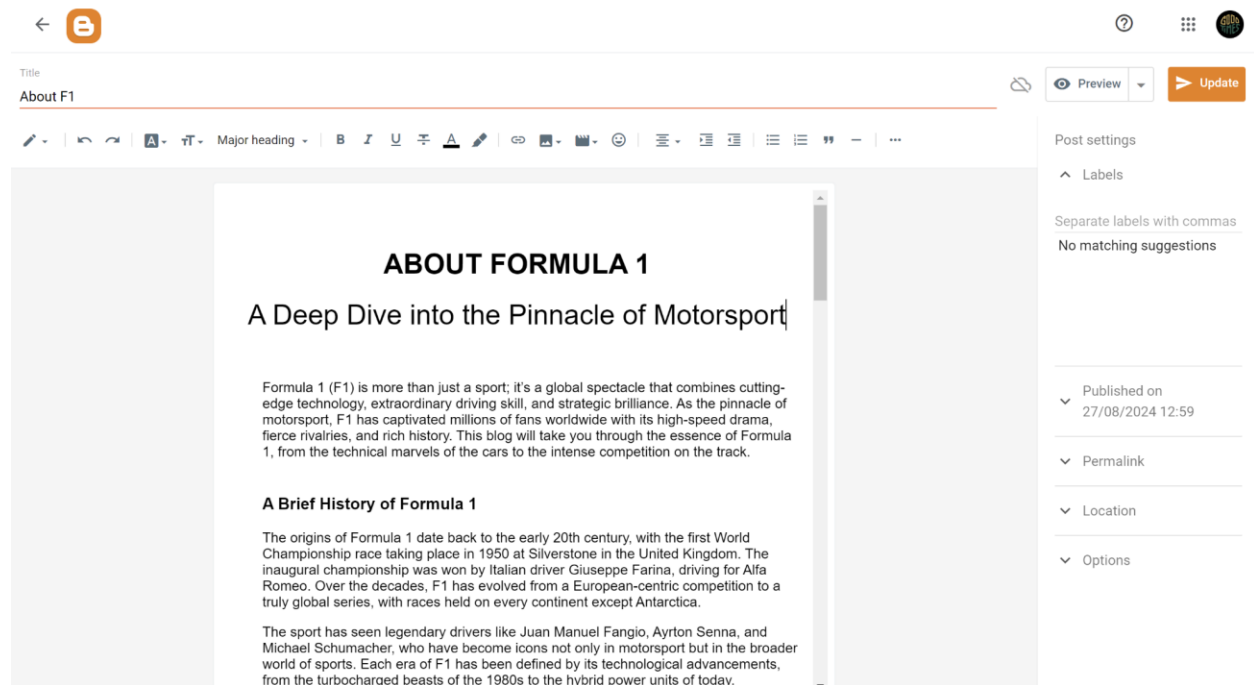
16. SEO Meta Description:

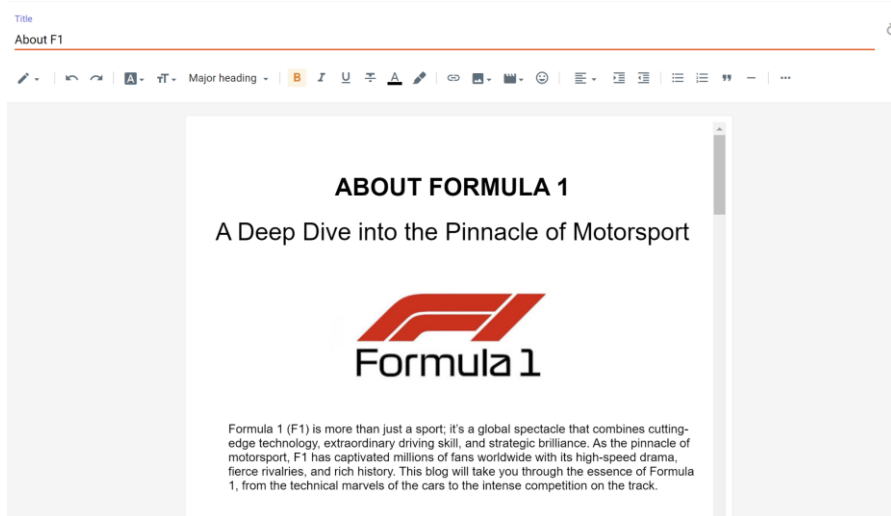
- Craft a compelling meta description for your blog post that includes relevant keywords.

17. Publish and Monitor:

- Publish your optimized blog post.
- Monitor the performance of your blog post using tools like Google Analytics to see how well optimized images contribute to user engagement and traffic.

OUTPUT:





RESULT:

Thus, learning and applying image SEO (Search Engine Optimization) techniques for bloggers, focusing on optimizing images within blog posts to improve search engine visibility and user experience is successfully implemented

Date:

Exercise - 11

ANALYZING SEASONALITY OF DIFFERENT NICHEs USING GOOGLE TRENDS

AIM:

To determine whether the chosen niches are seasonal or evergreen using Google Trends data for specific countries.

NICHES AND COUNTRIES:

- "Usage of Refrigerator" - India, UAE, Pakistan
- "Usage of Air Conditioner" - India, Sri Lanka, China
- "Usage of Wet Grinder" - India, USA, England
- "Usage of Furniture" - India, Bangladesh, Australia

PROCEDURE:

1. Access Google Trends

- Open your web browser and go to the Google Trends website.

2. Analyze "Usage of Refrigerator"

- a. In the search bar, type "Refrigerator" and press Enter.
- b. Click on "All categories" and select "Home & Garden."
- c. Choose a time range of 5 years or more.
- d. Select the countries: India, UAE, Pakistan.
- e. Analyze the interest over time, regional interest, and related queries/topics. Note any patterns or trends.

3. Analyze "Usage of Air Conditioner"

- a. Repeat steps a to e, replacing the keyword with "Air Conditioner" and countries with India, Sri Lanka, China.
- b. Analyze the interest over time, regional interest, and related queries/topics.

4. Analyze "Usage of Wet Grinder"

- a. Repeat steps a to e, replacing the keyword with "Wet Grinder" and countries with India, USA, England.
- b. Analyze the interest over time, regional interest, and related queries/topics.

5. Analyze "Usage of Furniture"

- a. Repeat steps a to e, replacing the keyword with "Furniture" and countries with India, Bangladesh, Australia.
- b. Analyze the interest over time, regional interest, and related queries/topics.

6. Compile Your Findings

- Create a report summarizing your findings for each niche-country combination.
- Include graphs or screenshots of the "Interest over time" graphs and any significant observations you made.

7. Interpret Your Findings

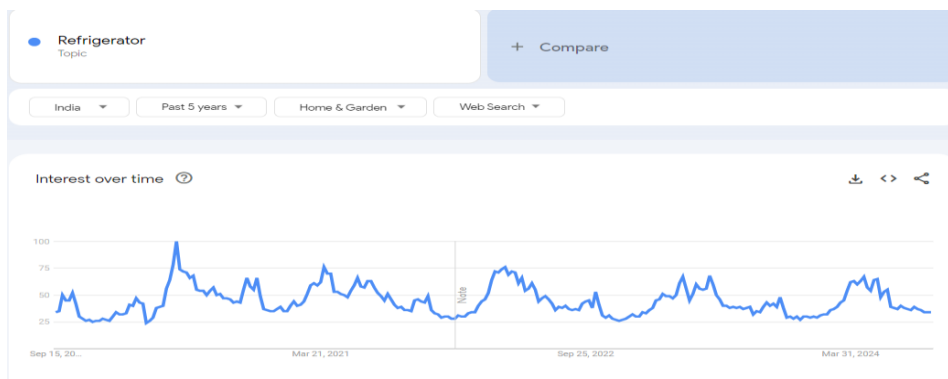
- For each niche, analyze whether the interest is consistent or fluctuates seasonally.
- Compare the interest trends between different countries for each niche.
- Consider the related queries and topics to understand the context and ongoing interest.

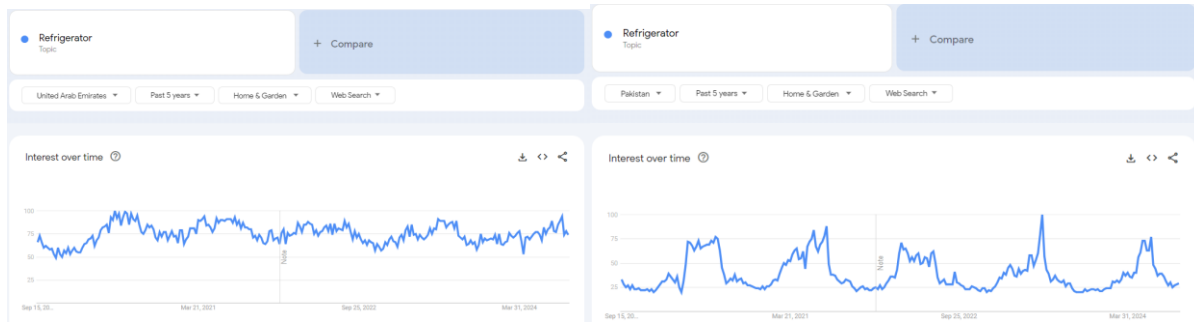
8. Draw Conclusions

- Based on the data, determine whether each niche is seasonal or evergreen in the selected countries.
- Write a brief summary of your conclusions for each niche

OUTPUT:

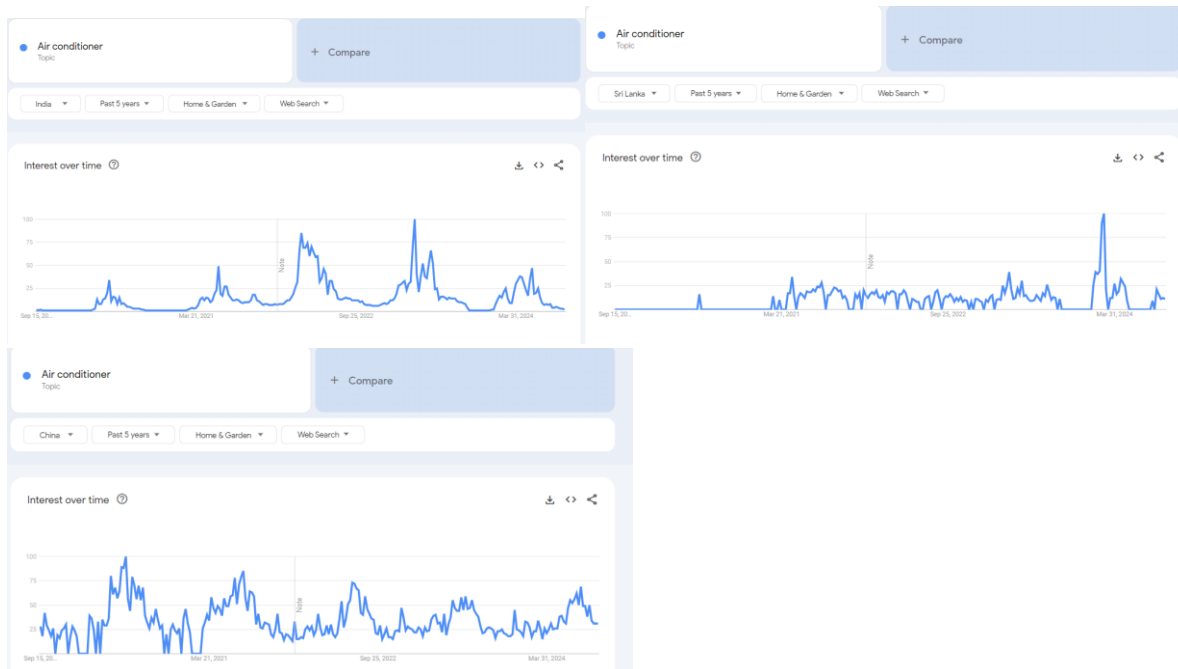
Refrigerator :





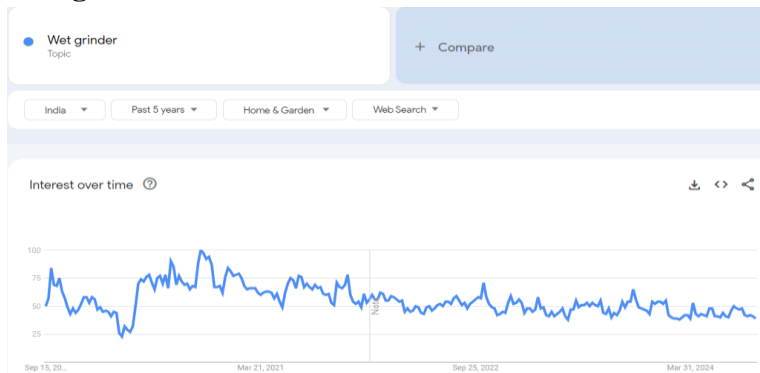
Refrigerator are evergreen

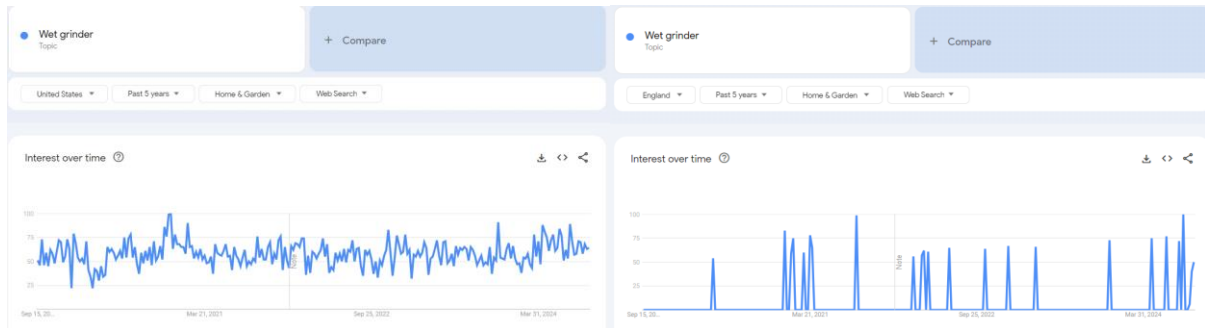
Air conditioner :



Air conditioner are mostly seasonal and evergreen in china

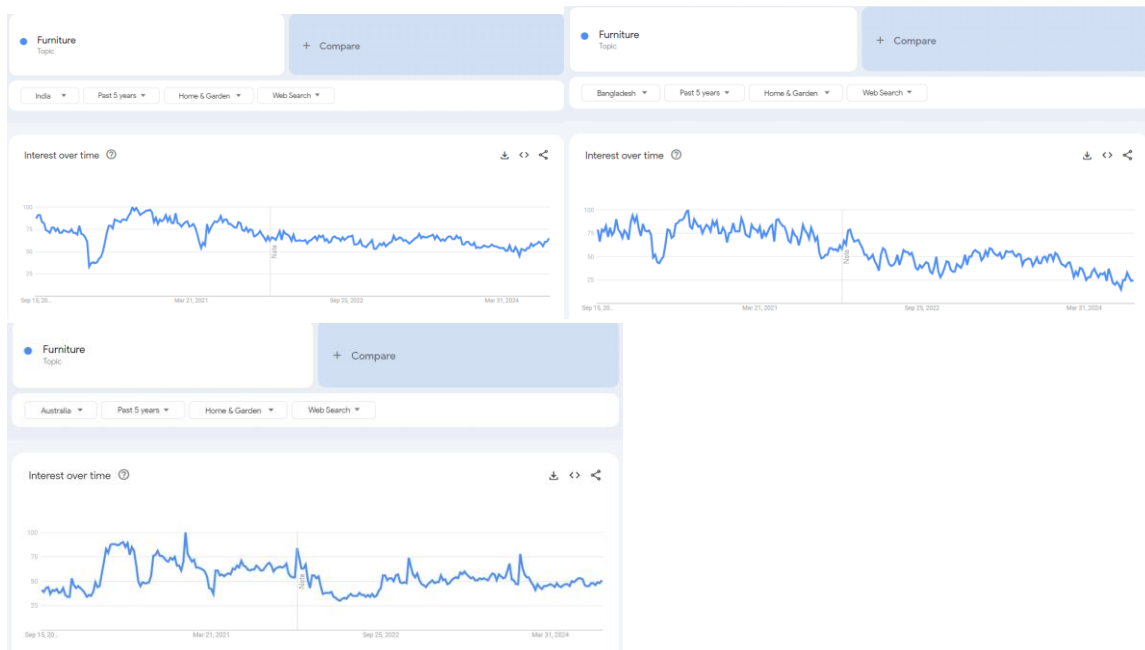
Wet grinder:





Wet grinder are mostly evergreen and seasonal in england

Furniture :



Furnitures are mostly evergreen

RESULT:

Thus, determining whether the chosen niches are seasonal or evergreen for specific countries has been implemented successfully using Google Trends data.

Date:

Exercise - 12

COMPETITOR ANALYSIS FOR FITLIFE.COM USING UBERSUGGEST

AIM:

To gain practical experience in conducting a comprehensive competitor analysis for a website in the fitness industry using the Ubersuggest platform. By the end of this exercise, participants will be able to utilize various features of Ubersuggest to extract valuable insights about a competitor's online presence, SEO strategy, and overall performance.

PROCEDURE:

1. Set Up Ubersuggest Account

- If you don't have an Ubersuggest account, sign up for one. Once you're logged in, you're ready to start the analysis.

2. Identify Competitors and Gather Information

- For this exercise, our competitor is "FitLife.com." Before you start, gather some basic information about FitLife.com, such as their main products, services, and target audience. This will help you contextualize your findings.

3. Domain Score

- Go to Ubersuggest and enter "fitlife.com" in the search bar.
- On the search results page, you will find the domain score. This score gives you an idea of the overall authority and strength of FitLife.com's domain.

4. Backlinks

- Navigate to the "Backlinks" tab in the left sidebar.
- Explore the backlinks that point to FitLife.com. Look for patterns in the types of websites linking to them and the quality of those links.

5. SEO Keyword Ranking

- Click on the "Organic Keywords" tab to see the list of keywords FitLife.com is ranking for.
- Analyze the keywords to understand the focus of their SEO efforts and the search terms they are targeting.

6. Top SEO Pages

- Head to the "Top Pages" section.
- Identify the pages on FitLife.com that are receiving the most organic traffic. Take note of the content topics and formats that seem to attract the most visitors.

7. Used SEO Keywords

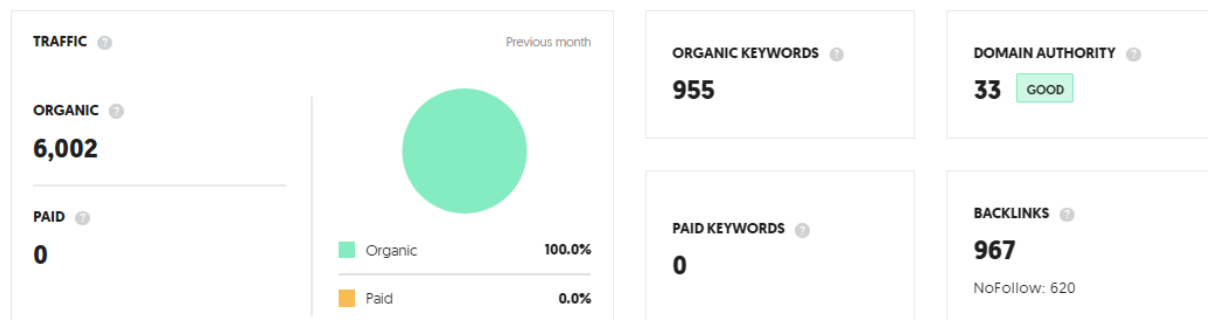
- In the "Organic Keywords" section, analyze the specific keywords that are driving traffic to FitLife.com.

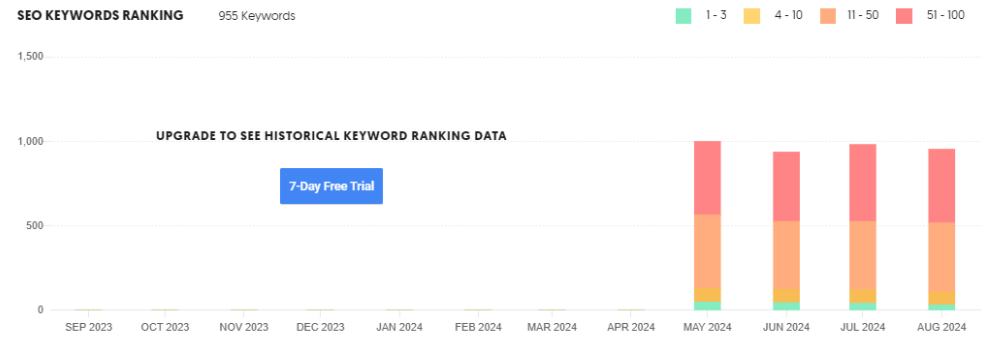
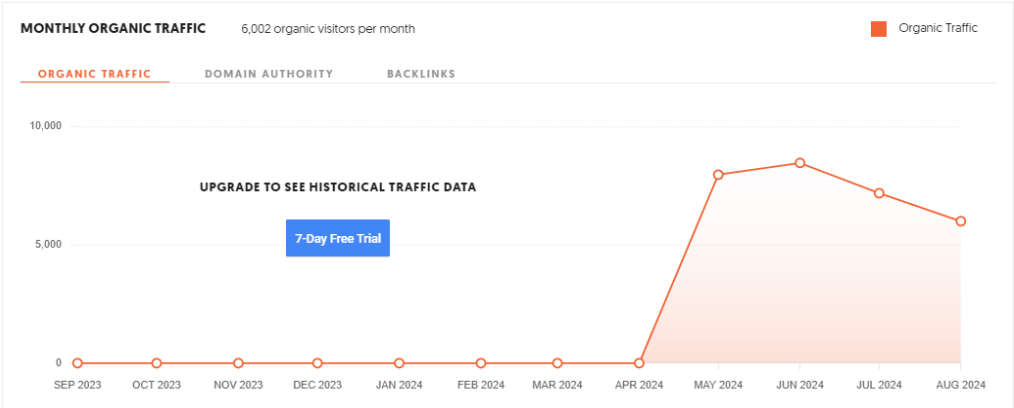
- This will provide insight into their primary keywords and content strategy.
- 8. Maximum Traffic Pages (Top Pages)**
- Review the "Top Pages" list again and pay attention to the pages with the highest organic traffic.
 - Take a closer look at these pages to understand what makes them successful.
- 9. Social Media Presence and Backlinks**
- Return to the "Backlinks" section and specifically look for backlinks coming from social media platforms.
 - This will show you FitLife.com's social media presence and how it's influencing their backlink profile.
- 10. Find Search Volume, Position, Estimated Visitors for Keywords**
- In the "Organic Keywords" section, explore the keywords FitLife.com is ranking for.
 - Look for search volume, position in search results, and estimated monthly visitors for these keywords.
- 11. In Site Audit**
- Go to the "Site Audit" tab.
 - Run a site audit for FitLife.com to gather information on their on-page SEO score, organic monthly traffic, organic keywords, broken links, loading time, top SEO issues, and referring domains.
- 12. Compile and Analyze Findings**
- After completing the above steps, compile your findings into a report.
 - Analyze the data to identify FitLife.com's strengths, weaknesses, opportunities, and threats in terms of their online presence and SEO strategy

OUTPUT:

Traffic Overview : fitlife.com

[Send Feedback](#)





TOP SEO PAGES

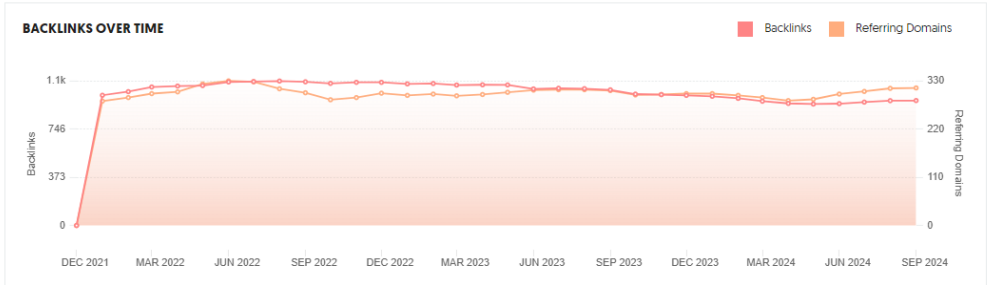
TOP PAGES BY COUNTRY IN / EN [2,111] US / EN [3,127] US / ES [400] AE / EN [100] **MORE** ▾

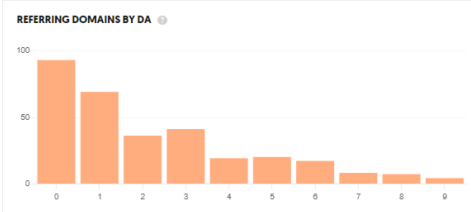
SEO TITLE URL	EST. VISITS	BACKLINKS	f	p	re
2024 FitLife Fitness, Aquatics and Physical Therapy - Fitness ... fitlife.com/	1,817 View All ▾	402 View All ▾	764	1	0
Fitness Center Overview fitlife.com/fitness.asp	228 View All ▾	14 View All ▾	0	0	0
Fitness Center Membership fitlife.com/membership.asp	66 View All ▾	4 View All ▾	0	0	0
FitLife Staff Biographies fitlife.com/staff-biographies.asp	0 View All ▾	8 View All ▾	0	0	0
Frequently Asked Questions fitlife.com/faqs.asp	0 View All ▾	0 View All ▾	0	0	0

Backlinks : fitlife.com

[Send Feedback](#)

DOMAIN AUTHORITY 33 GOOD	REFERRING DOMAINS 314	BACKLINKS 967 NoFollow: 620
--	--	---





ANCHOR TEXT	BACKLINKS
main page screenshot of fitlife.com	32
fitlife	32
http://fitlife.com	10
	7
fitlife.com	6
fit life	4

[View All Anchor Text Distribution](#)

Top Pages by Traffic : fitlife.com

FILTER [Send Feedback](#)

[EXPORT TO CSV](#) [COPY TO CLIPBOARD](#) 0 of 5 Selected

TOP PAGES BY COUNTRY									
🇮🇳 IN / EN [2,111]		🇺🇸 US / EN [3,127]		🇺🇸 US / ES [400]		🇦🇪 AE / EN [100]		MORE	
<input type="checkbox"/>	SEO TITLE URL	EST. VISITS	BACKLINKS						
<input type="checkbox"/>	2024 FitLife Fitness, Aquatics and Physical Therapy - Fitness ... fitlife.com/	1,817 View All	402 View All	764	1	0			
<input type="checkbox"/>	Fitness Center Overview fitlife.com/fitness.asp	228 View All	14 View All	0	0	0			
<input type="checkbox"/>	Fitness Center Membership fitlife.com/membership.asp	66 View All	4 View All	0	0	0			
<input type="checkbox"/>	FitLife Staff Biographies fitlife.com/staff-biographies.asp	0 View All	8 View All	0	0	0			
<input type="checkbox"/>	Frequently Asked Questions fitlife.com/faqs.asp	0 View All	0 View All	0	0	0			

Site Audit : https://fitlife.com/

Last Crawl: September 20, 2024 3:20 PM [RE-CRAWL WEBSITE](#) [EXPORT TO CSV](#) [Send Feedback](#)

ON-PAGE SEO SCORE

56

ORGANIC MONTHLY TRAFFIC

6,002 GREAT

ORGANIC KEYWORDS

955 GREAT

BACKLINKS

967 GREAT

We found more than 150 pages on your website. Google ranks sites higher when every page is optimized for SEO.

[Upgrade your account to crawl your whole site.](#)

PAGES DISCOVERED

71

We've crawled 71 pages and found 0 blocked pages for a total of 71 pages discovered.

PAGE STATUS

Successful	45
Redirected	24
Broken	2
Blocked	0

[See All Pages](#)

SEO ISSUES DISCOVERED

166

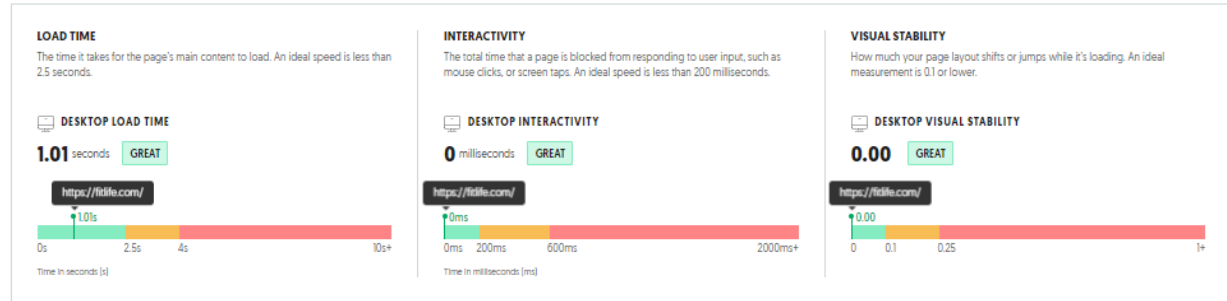
TOP SEO ISSUES

- 1 issues with no sitemap.xml to optimize interaction with bots [View Details](#)
- 16 pages have a low word count [View Details](#)
- 25 pages with duplicate meta descriptions [View Details](#)

[See All SEO Issues](#)

SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.



RESULT:

Thus, competitor analysis for fitlife.com using ubersuggest has been implemented successfully.

Date:

Exercise – 13

ADVANCED GOOGLE SEARCH USING SEARCH OPERATORS

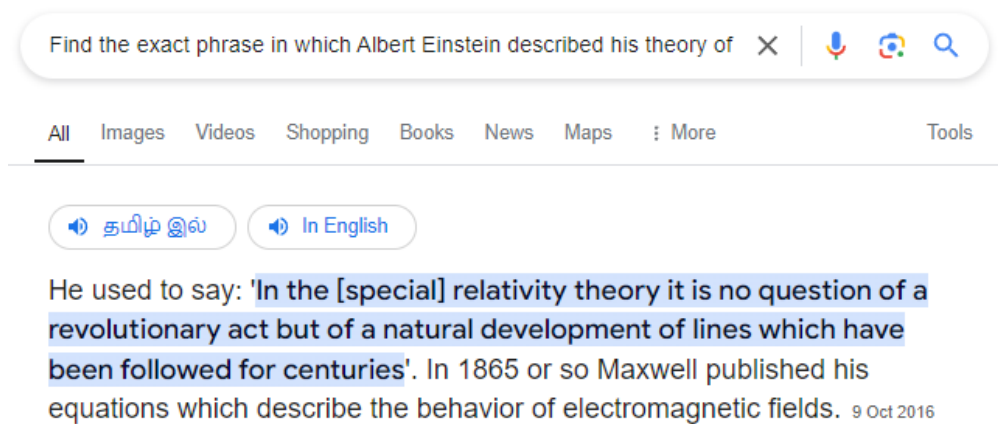
AIM:

To familiarize participants with various advanced Google search commands and demonstrate their practical use in retrieving specific information from the web.

QUESTIONS:

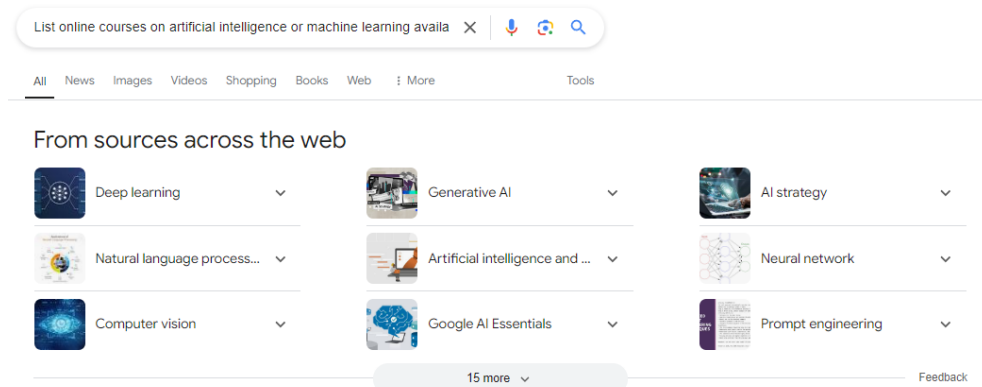
1. "search term"

- Find the exact phrase in which Albert Einstein described his theory of relativity.



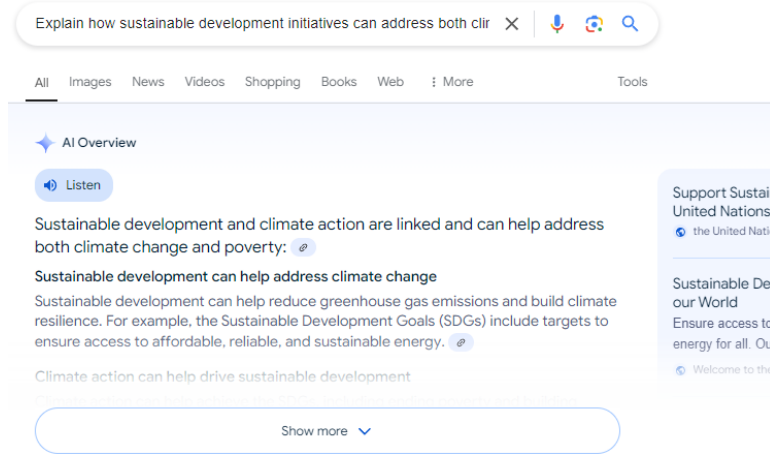
2. OR

- List online courses on artificial intelligence or machine learning available for enrollment.



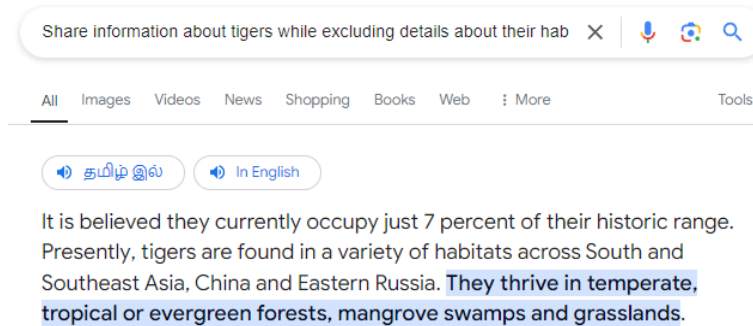
3. AND

- Explain how sustainable development initiatives can address both climate change and poverty.



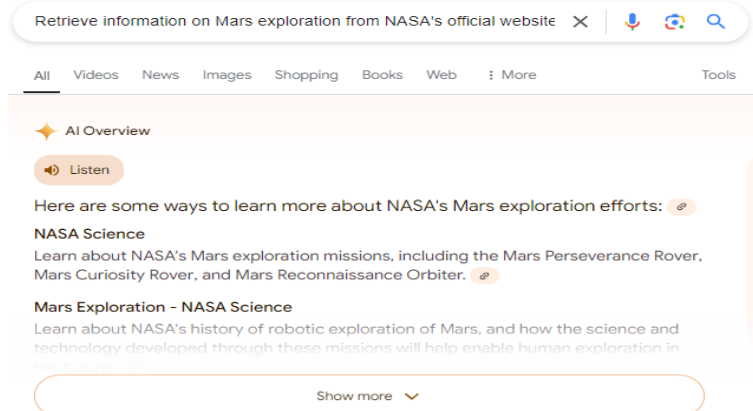
4. –exclude

- Share information about tigers while excluding details about their habitats.



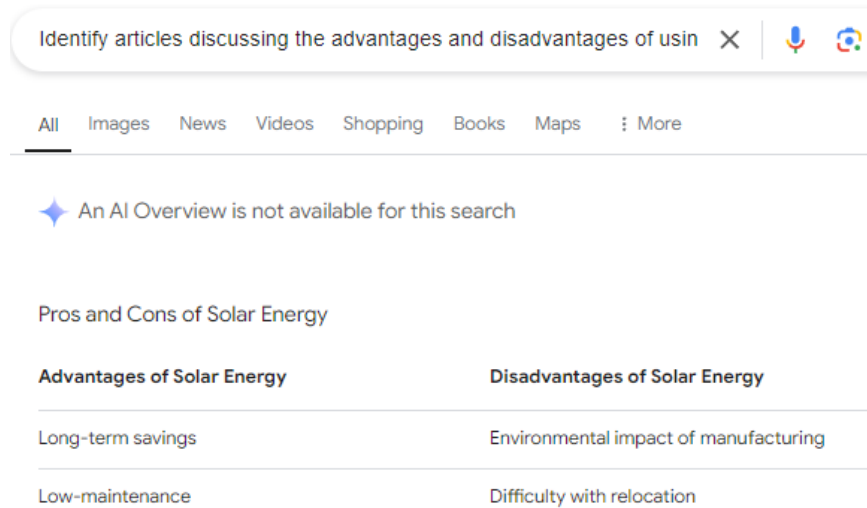
5. site:

- Retrieve information on Mars exploration from NASA's official website.



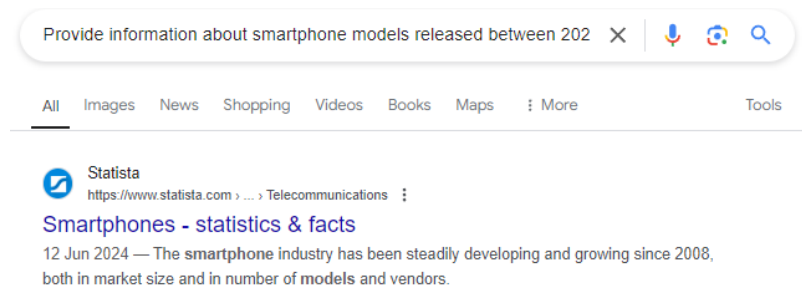
6. ()

- Identify articles discussing the advantages and disadvantages of using solar energy compared to traditional sources.



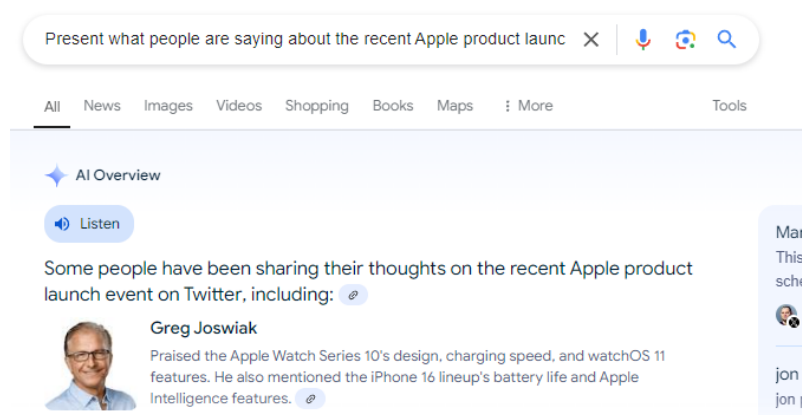
7. #..#

- Provide information about smartphone models released between 2020 and 2022.



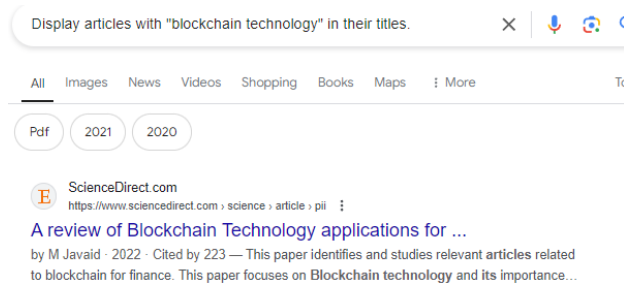
8. @

- Present what people are saying about the recent Apple product launch event on Twitter.



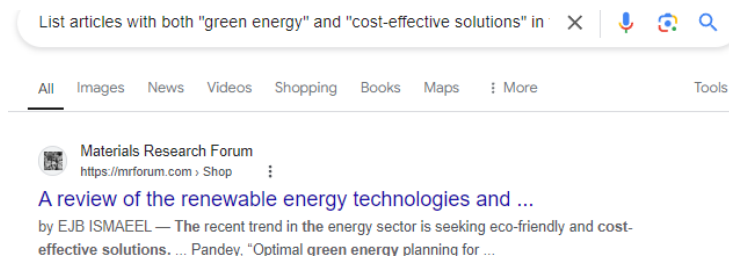
9. intitle:

- Display articles with "blockchain technology" in their titles.



10. allintitle:

- List articles with both "green energy" and "cost-effective solutions" in their titles.



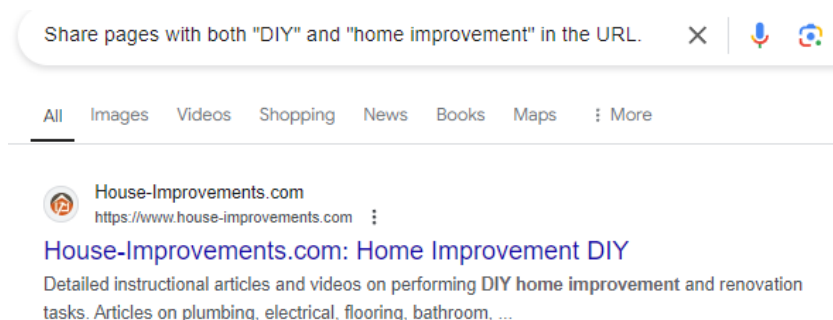
11. inurl:

- Show websites with "recipe" in the URL, particularly those related to Italian cuisine.



12. allinurl:

- Share pages with both "DIY" and "home improvement" in the URL.



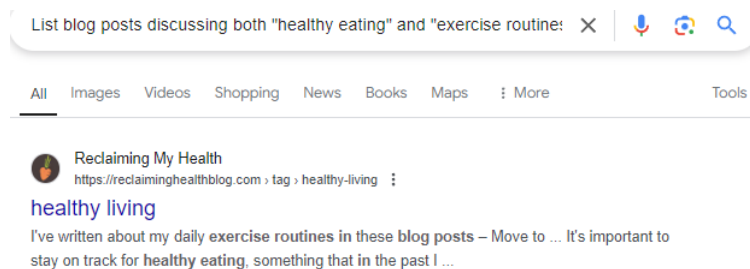
13. intext:

- Present articles mentioning "space exploration" within the text.



14. allintext:

- List blog posts discussing both "healthy eating" and "exercise routines" within the body text.



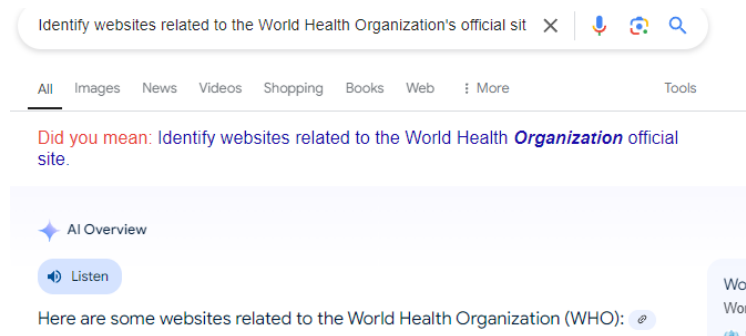
15. filetype:

- Provide PDF reports on climate change mitigation strategies.



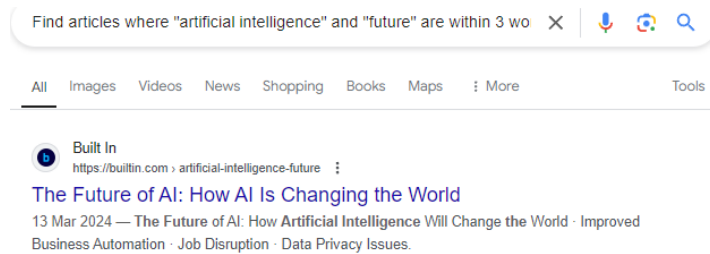
16. related:

- Identify websites related to the World Health Organization's official site.



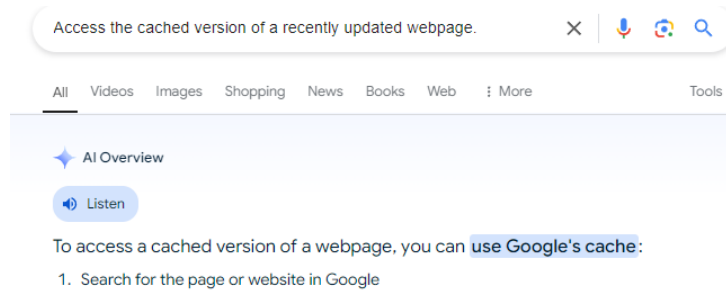
17. AROUND(X)

- Find articles where "artificial intelligence" and "future" are within 3 words of each other.



18. cache:

- Access the cached version of a recently updated webpage.



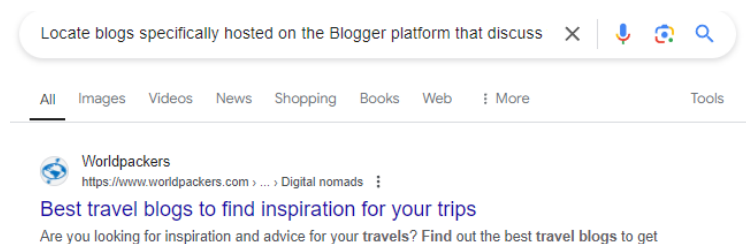
19. source:

- Determine the original source of a news article reporting on recent climate change research.



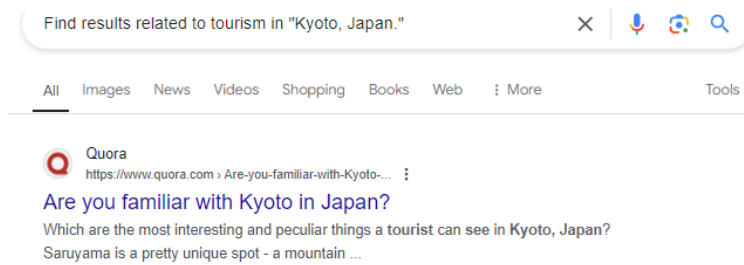
20. blogurl:

- Locate blogs specifically hosted on the Blogger platform that discuss travel experiences.



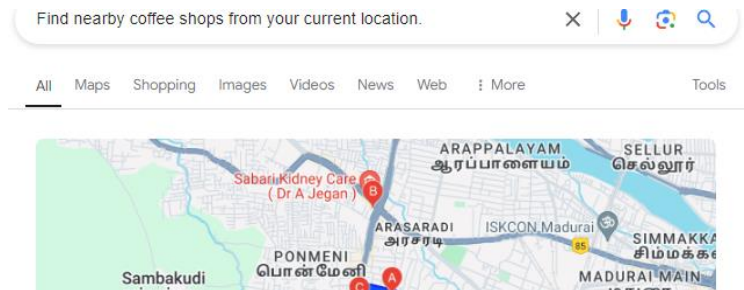
21. loc:placename

- Find results related to tourism in "Kyoto, Japan."



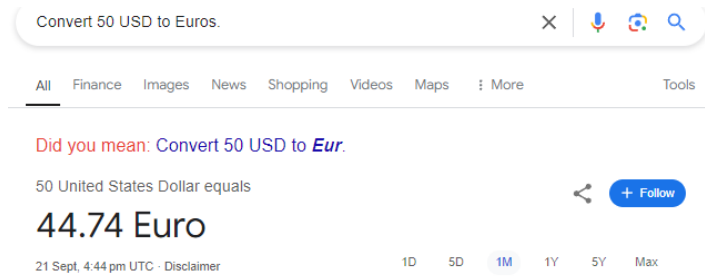
22. location:

- Find nearby coffee shops from your current location.



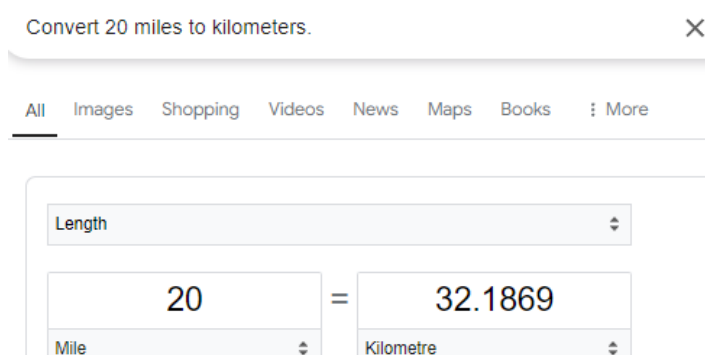
23. \$/€

- Convert 50 USD to Euros.



24. in/to

- Convert 20 miles to kilometers.



25. define:

- Define the term "blockchain technology."


Define the term "blockchain technology."

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AI Overview

Listen

Blockchain technology is a decentralized, public ledger that records transactions across many computers in a network. It's named for the way it stores transaction data in blocks



26. weather:

- Provide the current weather forecast for London, UK.

Provide the current weather forecast for London, UK.

All News Images Videos Shopping Books Web More Tools

Results for **London, UK** · Choose area

23 °C | °F Precipitation: 2% Humidity: 54% Wind: 10 km/h

Weather
Saturday, 5:00 pm
Sunny

27. map:

- Display a map of the Grand Canyon.

Display a map of the Grand Canyon.


All Images Videos Maps Shopping News Web More Tools

National Park Service (.gov)
<https://www.nps.gov/grca/planyourvisit/maps>

Maps - Grand Canyon Village

A wide variety of Grand Canyon Maps, Trail Guides and Field Guides are available online from our non-profit partner Grand Canyon Conservancy.

[Grand Canyon Area Map](#) · [Desert View Drive](#) · [Backcountry Hiking Brochure](#)



28. movie:

- Share information about the movie "The Matrix."

Share information about the movie "The Matrix."

All Images Videos Shopping News Books Maps More Tools

Wikipedia Full movie Explained In hindi

AI Overview

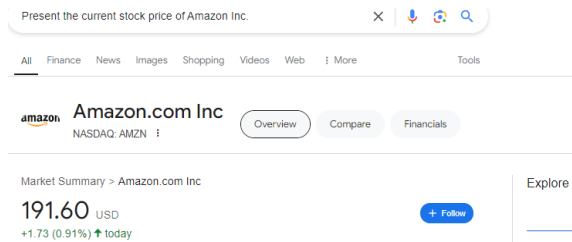
Listen

The Matrix is a 1999 science fiction action film that tells the story of a computer hacker who discovers that the world is a simulated reality. The

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The f
writte

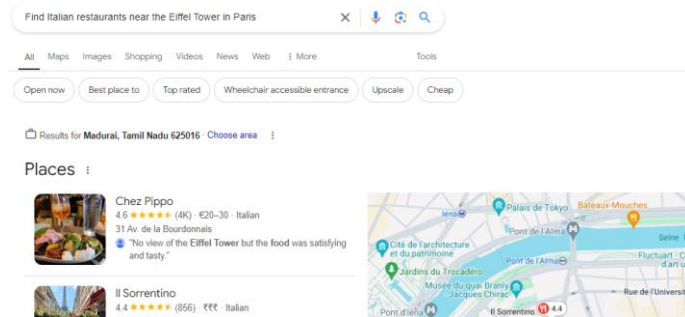
29. stocks:

- Present the current stock price of Amazon Inc.



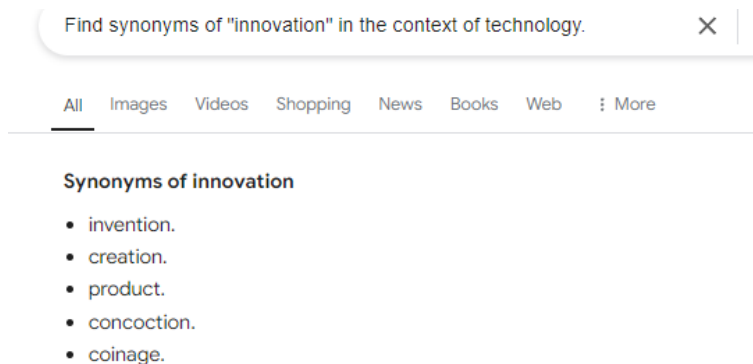
30. near :

- Find Italian restaurants near the Eiffel Tower in Paris.



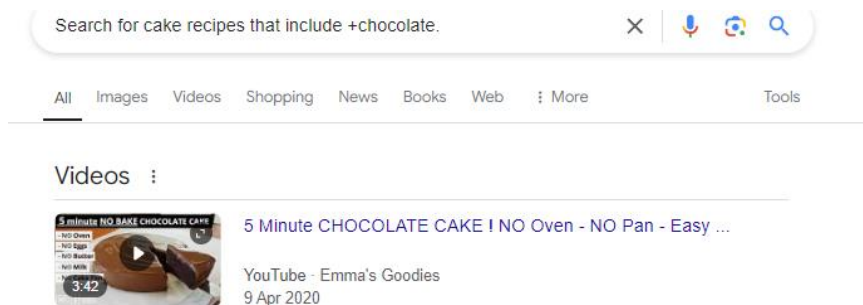
31. ~

- Find synonyms of "innovation" in the context of technology.



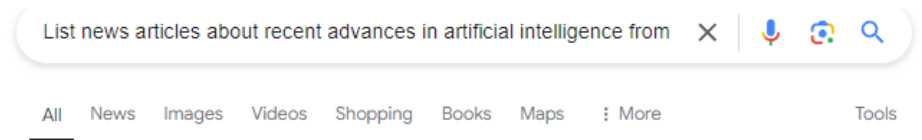
32. +

- Search for cake recipes that include +chocolate.



33. daterange:xxxxxx-xxxxx

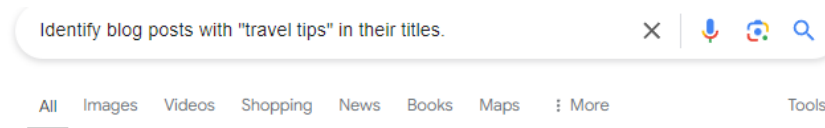
- List news articles about recent advances in artificial intelligence from 2020 to 2022.




 Koombea
https://www.koombea.com › blog › 7-recent-ai-develop...
7 Recent AI Developments: Artificial Intelligence News
10 Sept 2024 — AI Robots Learning Through Observation · AI Robot Caregivers Are Filling a

34. inposttitle:

- Identify blog posts with "travel tips" in their titles.



 LinkedIn · Sunu Philip
30+ reactions · 8 years ago
101 Interesting Blog Post Titles for Your Travel Blog
How to plan a stress-free vacation. 13. How to enjoy a vacation with little kids. Travel Tips and

35. allinpostauthor:

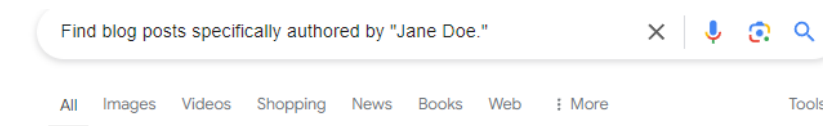
- List blog posts written by authors who have both "John" and "Smith" in their names.



 Harzing.com
https://harzing.com › blog › 2016/03 › looking-for-john...
Looking for John Smith? About author disambiguation
24 Mar 2016 — Fourth, if your author works in a field where journals typically list full given names, you can simply search for "John Smith". If after ...

36. inpostauthor:

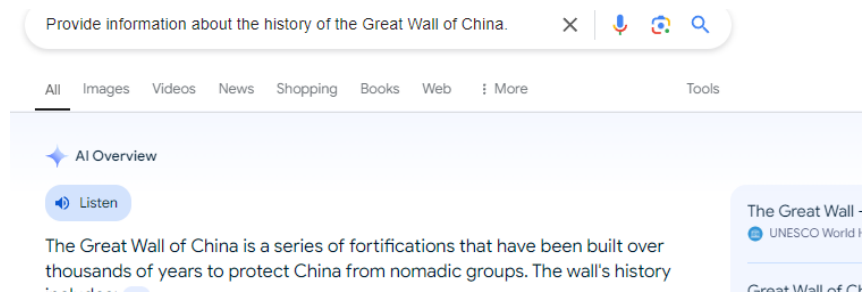
- Find blog posts specifically authored by "Jane Doe."



 Novelgossip
https://novelgossip.com › 2018/08/06 › blog-tour-jane-...
Blog Tour: Jane Doe by Victoria Helen Stone
... Blog. Blog Tour: Jane Doe by Victoria Helen Stone. August 6, 2018. Goodreads|Amazon.

37. info:

- Provide information about the history of the Great Wall of China.



RESULT:

Thus, familiarizing participants with various advanced Google search commands and demonstrating their practical use in retrieving specific information from the web is successful.

Date:

Exercise – 14

EXTRACTING AND ANALYZING JOURNAL DATA FROM THE GIVEN WEBSITE URL

OBJECTIVE:

Extract journal data from the Journal List webpage of Anna University's website, save the data into an Excel file, and analyze the dataset using Python

MATERIALS REQUIRED:

- Python environment (Google Colab or Jupyter Notebook)
- Internet connection for web scraping

PROCEDURE:

1. Import Required Libraries

- Requests: To fetch the HTML content from the URL.
- BeautifulSoup: To parse the HTML content and locate the table.
- Pandas: To structure the table data into a DataFrame and analyze it.
- Warnings: To suppress unnecessary HTTPS warnings.
- Files (from Colab): To handle file download in Google Colab.

2. Fetch Data from the Website

- Website URL: <https://cfr.annauniv.edu/research/academics/journals-list.php>
- Use the requests.get() function to retrieve the webpage data.
- Suppress HTTPS Warnings: Use the warnings library to ignore unverified HTTPS warnings.

3. Parse the Webpage Content

- Use BeautifulSoup to parse the HTML and locate the table containing journal information.
- Extract the headers (column names) and rows (journal details) from the table.

4. Structure Data into a DataFrame

- Use pandas to convert the extracted data into a structured DataFrame.
- Ensure the DataFrame has appropriate column names: S.No, Full Journal Title, Print-ISSN, E-ISSN, Publisher, and Country.

5. Save Data to Excel

- Save the DataFrame to an Excel file (e.g., table_data.xlsx) using the to_excel() method.

- Download the file to your local machine.
- 6. Upload and Read the Excel File**
- Upload File: Re-upload the Excel file back into your environment for further analysis.
 - Rename the column names manually as S.No, Full Journal Title, Print-ISSN, EISSN, Publisher, Country
 - Read Data: Load the data into a pandas DataFrame.
- 7. Analyze the Data**
- Basic Information: Use df.info() to display the structure of the dataset.
 - Check for Missing Data: Use df.isnull().sum() to identify any missing values in the dataset.
 - Column-wise Unique Values: Use df.nunique() to check how many unique entries exist in each column.
- 8. Descriptive Statistics**
- Statistical Summary: Use df.describe() to generate basic descriptive statistics for numeric columns.
 - Top 5 Publishers: Use value_counts() to find the top 5 publishers based on frequency.
 - Top 5 Countries: Use value_counts() to list the top 5 countries represented in the journal list.

CODE:

a) Extraction :

```
import requests

from bs4 import BeautifulSoup

import pandas as pd

from google.colab import files

import warnings

warnings.filterwarnings('ignore', message='Unverified HTTPS
request is being made')

def fetch_and_save_table_to_excel(url, output_file):

    response = requests.get(url, verify=False)

    response.raise_for_status()
```

```

soup = BeautifulSoup(response.text, 'html.parser')

table = soup.find('table')

headers = [header.text.strip() for header in
table.find_all('th')]

rows = []

for row in table.find_all('tr'):

    columns = [col.text.strip() for col in row.find_all('td')]

    if len(columns) > 0:

        rows.append(columns)

try:

    df = pd.DataFrame(rows, columns=headers)

except ValueError as e:

    print(f"Error creating DataFrame: {e}")

    max_cols = max(len(row) for row in rows)

    df = pd.DataFrame(rows, columns=headers[:max_cols])

df.to_excel(output_file, index=False)

files.download(output_file)

print(f"Data has been saved to {output_file} and is ready for
download.")

url = 'https://cfr.annauniv.edu/research/academics/journals-
list.php'

output_file = 'table_data.xlsx'

fetch_and_save_table_to_excel(url, output_file)

```


b) Statistics :

```
import pandas as pd

from google.colab import files

uploaded = files.upload()

for file_name in uploaded.keys():

    df = pd.read_excel(file_name)

print("First few rows of the dataset:")

print(df.head())

df.columns = ['S.No', 'Full Journal Title', 'Print-ISSN', 'E-
ISSN', 'Publisher', 'Country']

print("\nBasic Information about the dataset:")

print("\nSummary of missing values per column:")

print(df.isnull().sum())

print("\nUnique value counts per column:")

print(df.nunique())

print("\nDataset Statistics:")

print(df.describe())

print("\nTop 5 most frequent Publishers:")

print(df['Publisher'].value_counts().head(5))

print("\nTop 5 Countries represented in the dataset:")

print(df['Country'].value_counts().head(5))
```

OUTPUT:

Error creating DataFrame: 8 columns passed, passed data had 6 columns
Data has been saved to table_data.xlsx and is ready for download.

Common for all registered Ph.D. scholars irrespective of the time of their registration											
A	B	C	D	E	F	G	H	I	J	K	L
lars irrespo	RTANT GU	Sl.No	Journal T	Print-ISSN	E-ISSN						
1	ACADEMIC	1069-6563	1553-2712	WILEY	UNITED STATES						
2	ACADEMIC	1040-2446	1938-808X	LIPPINCOTT	UNITED STATES						
3	ACADEMIC	1076-6332	1878-4046	ELSEVIER S	UNITED STATES						
4	ACADEMY	1941-6520	1941-6067	ACAD MA	UNITED STATES						
5	ACADEMY	0001-4273	1948-0989	ACAD MA	UNITED STATES						
6	ACADEMY	1537-260X	NA	ACAD MA	UNITED STATES						
7	ACADEMY	1558-9080	NA	ACAD MA	UNITED STATES						
8	ACADEMY	0363-7425	1930-3807	ACAD MA	UNITED STATES						
9	ACCIDENT	0001-4575	1879-2057	PERGAMC	ENGLAND						
10	ACCOUNT	0051-3574	1370-4205	FAIRBANKS	ENGLAND						

Choose Files table_data.xlsx

- table_data.xlsx(application/vnd.openxmlformats-officedocument.spreadsheetml.sheet) - 648479 bytes, last modified: 9/21/2024 - 100% done

Saving table_data.xlsx to table_data (1).xlsx

First few rows of the dataset:

Common for all registered Ph.D. scholars irrespective of the time of their registration \

01234

12345

FAKE JOURNALS-IMPORTANT GUIDELINE (Click Here) Sl.No \

01234

ACADEMIC EMERGENCY MEDICINE1069-6563ACADEMIC MEDICINE1040-2446ACADEMIC RADIOLOGY1076-6332ACADEMY OF MANAGEMENT ANNALS1941-6520ACADEMY OF MANAGEMENT JOURNAL0001-4273

Full Journal TitlePrint-ISSNE-ISSN

01234

1553-2712WILEYUNITED STATES1938-808X LIPPINCOTT WILLIAMS & WILKINSUNITED STATES1878-4046 ELSEVIER SCIENCE INCUNITED STATES1941-6067 ACAD MANAGEMENTUNITED STATES1948-0989 ACAD MANAGEMENTUNITED STATES

Basic Information about the dataset:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 12157 entries, 0 to 12156
Data columns (total 6 columns):
#   Column                Non-Null Count  Dtype
---  -
0   S.No                  12157 non-null  int64
1   Full Journal Title    12157 non-null  object
2   Print-ISSN           11656 non-null  object
3   E-ISSN               11755 non-null  object
4   Publisher             12157 non-null  object
5   Country              12157 non-null  object
dtypes: int64(1), object(5)
memory usage: 570.0+ KB
None
```

Summary of missing values per column:

S.No	0
Full Journal Title	0
Print-ISSN	501
E-ISSN	402
Publisher	0
Country	0
dtype: int64	

```

Dataset Statistics:
S.No
Unique value counts per column: count 12157.000000
S.No 12157 mean 6079.000000
Full Journal Title 12157 std 3509.567946
Print-ISSN 11654 min 1.000000
E-ISSN 11751 25% 3040.000000
Publisher 1877 50% 6079.000000
Country 79 75% 9118.000000
dtype: int64 max 12157.000000

Top 5 most frequent Publishers:
Publisher
WILEY 1149
SPRINGER 876
ELSEVIER 631
ROUTLEDGE JOURNALS, TAYLOR & FRANCIS LTD 546
TAYLOR & FRANCIS LTD 434
Name: count, dtype: int64

Top 5 Countries represented in the dataset:
Country
UNITED STATES 4184
ENGLAND 2997
NETHERLANDS 961
GERMANY 746
SWITZERLAND 334
Name: count, dtype: int64

```

RESULT:

Thus, Extracting journal data from the Journal List web page of Anna University's website, save the data into an Excel file, and analyzing the dataset using Python is successfully implemented