

# SEO Project: Personal Portfolio Website

## Introduction:

Our goal for this project is to give you the opportunity to set up your portfolio and get some feedback from the instructor on it.

A well-designed personal page can create many opportunities for you. It provides you with an easy way to quickly show employers some of your favourite projects during an interview. With proper SEO, it can be used to help headhunters and clients find you. You can even use it to help build a personal brand. Putting a lot of effort into this project will pay off, not just with grades but with helping you start your career as a web developer.

## Instructions:

### *Part 1: Analysis*

1. Research and choose several keywords for your personal web page. Explain why you chose the ones you did.
2. Design the basic structure of your website and create an XML site map.
3. Search for local competitors, try to find individual people, not a company.
4. Use tools like openlinkprofiler to find the backlinks for your competitors.
5. Create a brief plan (about 650 words) describing what your SEO strategy would be to improve your ranking for your chosen keywords and how you would deal with your competition. Note: You don't have to implement the strategy.

### *Part 2: Design and implementation*

This is the fun part. Your task is to simply design and implement your personal page. There are no strict requirements here. I suggest googling something like "web developer portfolios" to see some good examples. Make sure you follow key SEO guidelines:

- Does your HTML follow the recommended heading structure?
- Is your site responsive?
- Have you included multimedia, with alt text containing keywords
- Do you have titles with keywords?
- Do you have a platform for generating quality content? Articles, blogs, etc?

This isn't a complete list. Check out the slides or google on-page/on-site SEO.

## Grading:

20% of the grade will come from the analysis.

50% will come from the design, appearance and overall effort you put in to it.

30% will come from SEO implementation

