

Assignment 1

IT335C Social Media Analytics



Introduction

Search Engine Optimization (SEO) is the active practice of optimizing a web site by improving internal and external aspects in order to increase the traffic the site receives from search engines. Firms that practice SEO can vary; some have a highly specialized focus, while others take a more broad and general approach. Optimizing a web site for search engines can require looking at so many unique elements that many practitioners of SEO (SEOs) consider themselves to be in the broad field of website optimization (since so many of those elements intertwine).

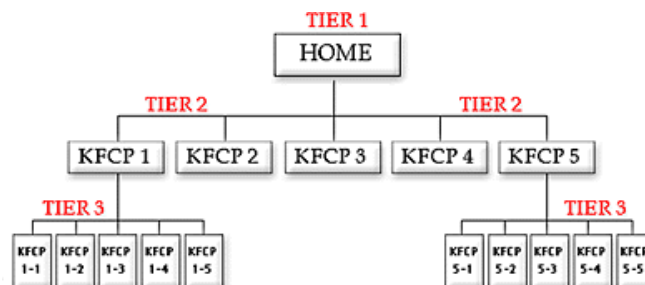
There are many aspects of SEO - from discovery of the terms and phrases that will generate traffic, to making a site search engine friendly, to building the links and marketing the unique value of the site/organization's offerings.

Objectives

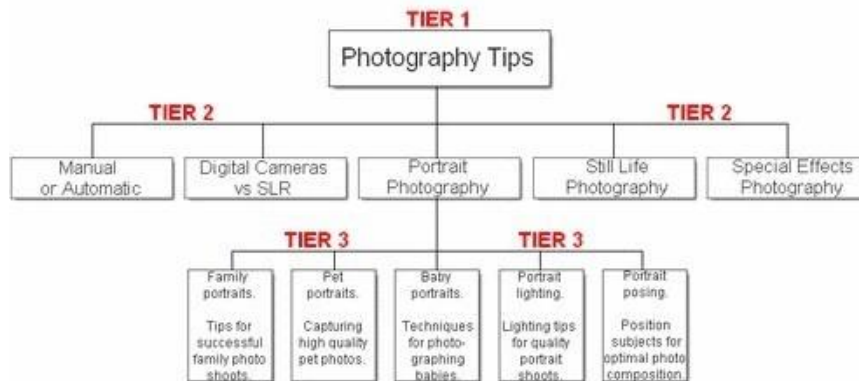
This assignment aims to enhance your understanding and appreciation of SEO for effective Social Media Marketing and Analytics.

Instructions

1. Breaking news: Your company's sales plunged since the last quarter and your company website's search ranking has dropped drastically!
2. An emergency meeting has been called and your task is **to propose and develop a 3-tier (a site with distinct levels) mini website for your company that incorporates SEO techniques**. This is in hope that as search ranking picks up, so will your company's reach, which will then potentially increase sales. Your job is crucial!
3. Note that this Assignment is an **individual assignment**.



4. An example of a 3-tier website:



5. You will require:
SEO Checking Tools such as (not limited to the following)

- i. [KWFinder](#)
 - ii. [Google Keyword Planner](#)
 - iii. [Seobility](#)
 - iv. [SEMRush](#)
- b. SEO Checklists such as
- i. [WebSEO Analytics' SEO Checklist](#)
 - ii. <https://ahrefs.com/blog/seo-checklist/>
 - iii. <https://backlinko.com/seo-checklist>
- c. Additional reading on SEO can be found at
- <https://moz.com/beginners-guide-to-seo#home>
- <https://moz.com/learn/seo>

6. The company of choice can either be a live company or a fictitious company and the choice of products or services offered has no restrictions.
7. As this site is internet accessible, you should include a small disclaimer within your website to indicate that the site is for educational purposes.
8. The **deliverables** for this assignment are:
 - a. A **3-tier** mini **hosted** website with a minimum of **3** webpages. (live)
 - i. You need to list the URL of your site and the 3 pages in your submission.
 - b. A written report on the SEO techniques that you implemented. You may use a checklist as a guide. It **MUST** include the following
 - i. **Keyword Research** (Seedlist, keywords identification)
 - ii. SEO techniques used.
 - iii. Screenshots of website SEO Evaluation score for each web page (using <https://www.seobility.net/en/seocheck/>). The SEO score page must be screen captured and included in the report.
 - c. Reflection on the learning points of the assignment and your thoughts about SEO.
9. This assignment constitutes 25% of your total ICA score for the module.
10. You are required to submit your report to the LMS at the end of week 8. Late submissions will be penalized.

Assessment Rubrics – SEO

Base mark – 100 marks

Assessment Component	Developing	Functional	Proficient	Advanced
3-tier mini website with a minimum of 3 webpages (20 marks)	0-5 Incorrect structure/layout/no. of pages	6-10 Correct website structure/layout/no. of pages	11-15 Correct and well structured website structure/layout/no. of pages	16-20 Fully optimized URLs and website structure/layout/no. of pages
Onsite SEO technique (20 marks)	0-5 No or few SEO techniques implemented	6-10 Some onsite SEO techniques implemented.	11-15 Key onsite SEO techniques correctly implemented. Implemented measures documented.	16-20 All feasible onsite SEO techniques correctly implemented. Detailed report with implementation measures and design decisions well documented.
Keyword Research (30 marks)	0-6 Some keyword research done	7-14 Keyword research done Keyword selection process partially documented Keywords are partially included into website content	15-22 Keyword research competently done Keyword selection process documented Keywords are included into website content	23-30 Detailed keyword research competently done Detailed keyword selection process well documented Keywords selected are diverse, contain both short and long-tail keywords, relevant to business purposes and aligned to user intent Keywords are natural included into relevant and unique website content

Report and reflection (10 marks)	0-2 Poorly written report with no reflection	3-4 Some thought process put into the report Minimal reflection with no insights	5-7 Moderate thought process put in to the report and organized report Moderate reflection written with some insights	8-10 Detailed and well-organized report. Insightful reflections detailed in the report
Website SEO evaluation (20 marks)	0-5 No/little website SEO evaluation done	6-10 Some website evaluation done	11-15 Website evaluation performed with relevant metrics captured	15-20 Comprehensive website evaluation performed with detailed relevant metrics captured and before SEO/after SEO comparison