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| PORTFOLIO  2022 |
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| June 30  Komals’s Portfolio  Designed by: Komal Makwana |

# SEO Project :

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| Personal Portfolio Website  1. Research and choose several keywords for your web page. Explain why you chose the ones you did.   Answer: First and foremost I decide what content i should add to my website so that it will be helpful for me to implement it. According to that I decided which keyword are good, relevant and are to the point for my portfolio. So here is the list of the keywords I used in my website.   * Web Designer:   I have selected this keyword because it indicates my profession. In future I want to be a Web Designer so as per that point of view I thought it will be good for my website.   * Graphic Designer:   I used this keyword because it matches my career goal and my field. Moreover I’m interested in Designing work so it will be useful to reach out to more precise clients.   * Komal:   I have used my name often as a keyword because I want someone to find out this portfolio by name. As I wanted to make my own identity so its my first step towards it. |

1. Design the basic structure of your website and create an XML site map.

Answer: I am attaching a code which shows the sitemap for my portfolio. I used main.js file to build my website. I have used one main components along with some mini components which contains all the code.

<?xml version=’1.0’ encoding=”UTF-8”?>

<urlset xmlns=”h”>

<url>

<loc></loc>

<lastmod>2022-06-30</lastmod>

<changefreq>monthly</changefreq>

<priority>1.0</priority>

<url>

</urlset>

1. Search for local competitors, try to find individual people, not a company.

Answer: Here is the list of competitors whom I found when I was searching for keywords.

1. Use tools like open link profiler to find the backlinks for your competitors.

Answer: I have researched in details two competitors while I was searching for keywords.

1. Create a brief plan(about 650 words) describing 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.

Answer: There are plenty of ways to improve the SEO strategy of a webpage. All SEO strategy differs from one type of strategy to another. Currently I will shed light on three main types of SEO strategy that are using very much and helps to improve an individual with their website

1. On-page SEO:

On-page SEO is also called On-site SEO which is the practice of optimizing elements on a website in order to rank higher and earn more relevant traffic from search engines.

There are many different ways can be useful to make On-page SEO better

It mainly refers to keywords and the content of a site.

* First of all, I will inquire about the watchwords I need to rank for. And agreeing to that I can put substance and utilize related catchphrases. So, as in my case, I need to primarily rank for catchphrases “web designer”, “graphic designer” and “komal”. I investigated these watchwords and web designer is the foremost common and alluded to as a head catchphrase. So, there's exceptionally less chance I can get a rank for that catchphrase. But activity created but this catchphrase is super tall so this could lead to much development of the site
* So, that way I chosen a really particular watchword from web improvement which is Web Development and Designer. Usually a long-tail catchphrase but there's more chance to rank for it as well. And this watchword moreover alludes to my area of intrigued. The other two catchphrases are also more particular that individuals don’t regularly hunt for. But chances are much tall to induce positioned for that.
* As I chosen utilizing long-tail watchwords as effectively leads to our site for clients trying to find that particular things. So, I will discover out more of these sort of long-tail and particular words that have a great amount of look volume additionally falls beneath the most range of my webpage.
* Moreover, I will utilize chosen watchwords in my fundamental zone of the webpage just like the title tag and h1 heading tag. This will grant a clear and great see to google web crawlers almost the substance interior my page. Utilizing media with these watchwords moreover makes a difference.
* So, these are a few ways I will utilize to progress my on-page SEO.

1. Off-page SEO:

Off-page SEO is also called Off-Site SEO refers to actions taken outside of your own website to impact your rankings within search engine results pages.

Basically, it involves improving search engine and user perception of a site's popularity, relevance, trustworthiness and authority.

* Many traps are accessible for building joins but the foremost critical thing is joins ought to be true and most critically from a great source.
* So, I will more focus on getting increasingly backlinks alluding to my site. I will utilize social media to share and make significant posts around that.
* Moreover, I can too share a interface to web developers’ community bunches on LinkedIn and strife.
* Interface building is one of the foremost vital variables for getting positioned on SERP concurring to google. So, I will attempt posting backlinks of other designers on my page and demand they post my interface on their webpage.
* I will attempt making an awfully special webpage so that I can get so numerous backlinks references since there are parts of websites containing around most prevalent or interesting portfolios.

1. Technical SEO:

Technical SEO refers to website and server optimizations that help search engine spiders crawl and index your site more effectively.

It works with structure and back-end of website.

* This is additionally one of the imperative sorts to consider. So, I will utilize best hones to compose my code and take after appropriate record structure. As here I am building my portfolio utilizing main.js so I will utilize informational given by the main.js community to pronounce factors and organize files.
* One another critical calculate is page speed to center on. On the off chance that the page loads more rapidly than our competitors there are more chances of getting a better put than them in SERP.
* To get more speed I will utilize optimized pictures and recordings. Attempt to lower the measure of the media without exasperating the client involvement. main.js has built-in media optimization highlights.
* Moreover, I used the SPA technique to form my portfolio. The most advantage of usually as it were a one-time load.
* Finally, the foremost imperative figure I will consider is making make portfolio responsive for all gadgets. This will offer assistance make strides the client involvement for all sorts of clients.

Conclusion:

I will execute the above-mentioned methods to urge distant a better place on SERP and progress my site’s SEO.