Experiment 3

Student Name: Pulkit Verma   **UID: 20MCA1013**

Branch: MCA   **Section/Group: 20MCA1/A**

Semester: 3rd   **Date of Performance: 02 Oct 2021**

Subject Name: **WEB OPTIMIZATION LAB**   **Subject Code: 20CAP-716**

1. **Task to be done:**

   - Create a Website for an Educational Organization. Create a title tag which contains the keywords that will rank the website. Along with Title tag, create a Meta description which contains keywords.
   - Create the manual sitemaps as well as auto generated sitemap from plugin for above website.
   - List the On-Page Optimization parameters which helps to improve the optimization of website.

2. **Steps/Commands involved to perform practical:**

   ➢ Create a Website for an Educational Organization. Create a title tag which contains the keywords that will rank the website. Along with Title tag, create a Meta description which contains keywords.

   <meta name="title" content="Eduction with Pulkit Verma">
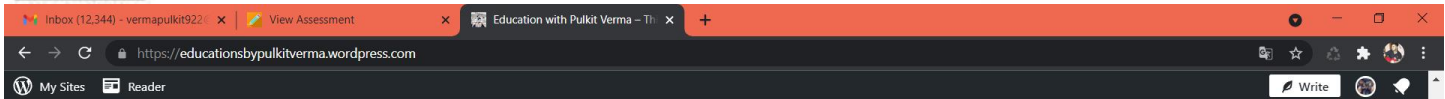   <meta name="description" content=" This website is providing many courses in any field like IT, Business">
   <meta name="keywords" content="university, bca, mca, btech, study, mba">
   <meta name="robots" content="noindex, nofollow">
   <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
   <meta name="language" content="English">

> ➢ Create the manual sitemaps as well as auto generated sitemap from plugin for above website.

Auto generated sitemap


```xml
<?xml version="1.0" encoding="UTF-8"?>
<urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd" xmlns:xsi="http://www.w3
<!-- created with Free Online Sitemap Generator www.xml-sitemaps.com -->
<url>
<loc>https://educationwithpulkitverma.wordpress.com/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>1.00</priority>
</url>
<url>
<loc>https://eductionwithpulkitverma.wordpress.com/Admission/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.80</priority>
</url>
<url>
<loc>https://educationwithpulkitverma.wordpress.com/author/pulkitverma922/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
</url>
<url>
<loc>https://educationwithpulkitverma.wordpress.com/login/registration/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
</url>
<url>
<loc>https://educationwithpulkitverma.wordpress.com/about/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
</url>
<url>
<loc>https://educationawithpulkitverma.wordpress.com/placement/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
</url>
<url>
<loc>https://educationawithpulkitverma.wordpress.com/programs/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
</url>
</urlset>
```

Manual Sitemap

```xml
<?xml version="1.0" encoding="UTF-8"?>
<urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
<!-- created with Free Online Sitemap Generator www.xml-sitemaps.com -->
<url>
<loc>https://educationwithpulkitverma.wordpress.com/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>1.00</priority>
</url>
<url>
<loc>https://eductionwithpulkitverma.wordpress.com/Admission/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.80</priority>
</url>
<url>
<loc>https://educationwithpulkitverma.wordpress.com/author/pulkitverma922/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
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<loc>https://educationwithpulkitverma.wordpress.com/login/registration/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
</url>
<url>
<loc>https://educationwithpulkitverma.wordpress.com/about/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
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<loc>https://educationawithpulkitverma.wordpress.com/placement/</loc>
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</url>
<url>
<loc>https://educationawithpulkitverma.wordpress.com/programs/</loc>
<lastmod>2021-10-02T16:59:36+00:00</lastmod>
<priority>0.64</priority>
</url>
</urlset>
```

> List the On-Page Optimization parameters which helps to improve the optimization of website.

Here we have various On-Page Optimization parameters

1. E-A-T
2. Title Tag
3. Meta Description
4. Headlines
5. Header Tags
6. SEO Writing
7. Keyword Cannibalization
8. Content Audit
9. Image Optimization
10. User Engagement

Learning outcomes (What I have learnt):

1. I learnt that how we can add title tag and meta tag to the Wordpress website.

2. Get to know that how we can make sitemaps.

3. Learnt that how we can improve the ranking of our websites.

Evaluation Grid:

Sr. No.	Parameters	Marks Obtained	Maximum Marks
1.	Worksheet		5
2.	Demonstration/Performance /Pre Lab Quiz		10
3.	Post Lab Quiz		5