

Experiment 3

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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="Education with Pulkit Verma">

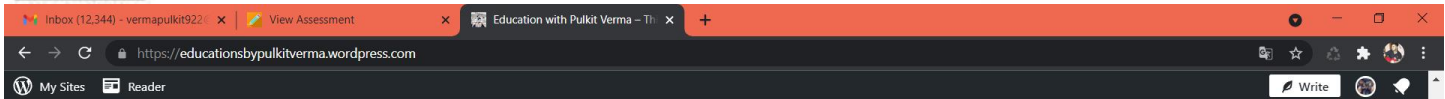
<meta name="description" content=" This website is providing many courses in any field like IT, Business">

<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">



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

Auto generated sitemap

```

C:\Users\verma\Dropbox\My PC (LAPTOP-UF6SRU2)\Downloads\sitemap (3).xml - Notepad++
File Edit Search View Encoding Language Settings Tools Macro Run Plugins Window ?
ARRAY.txt config.inc.php Locker.bat Registration.php login.php user.php style.css int.html style.css config.sample.inc.php Pulkit.html Pulkit.css sitemap (3).xml change.log
1 <?xml version="1.0" encoding="UTF-8"?>
2 <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.w
3 <!-- created with Free Online Sitemap Generator www.xml-sitemaps.com -->
4 <url>
5 <loc>https://educationwithpulkitverma.wordpress.com/</loc>
6 <lastmod>2021-10-02T16:59:36+00:00</lastmod>
7 <priority>1.00</priority>
8 </url>
9 <url>
10 <loc>https://educationwithpulkitverma.wordpress.com/Admission/</loc>
11 <lastmod>2021-10-02T16:59:36+00:00</lastmod>
12 <priority>0.80</priority>
13 </url>
14 <url>
15 <loc>https://educationwithpulkitverma.wordpress.com/author/pulkitverma922/</loc>
16 <lastmod>2021-10-02T16:59:36+00:00</lastmod>
17 <priority>0.64</priority>
18 </url>
19 <url>
20 <loc>https://educationwithpulkitverma.wordpress.com/login/registration/</loc>
21 <lastmod>2021-10-02T16:59:36+00:00</lastmod>
22 <priority>0.64</priority>
23 </url>
24 <url>
25 <loc>https://educationwithpulkitverma.wordpress.com/about/</loc>
26 <lastmod>2021-10-02T16:59:36+00:00</lastmod>
27 <priority>0.64</priority>
28 </url>
29 <url>
30 <loc>https://educationawithpulkitverma.wordpress.com/placement/</loc>
31 <lastmod>2021-10-02T16:59:36+00:00</lastmod>
32 <priority>0.64</priority>
33 </url>
34 <url>
35 <loc>https://educationawithpulkitverma.wordpress.com/programs/</loc>
36 <lastmod>2021-10-02T16:59:36+00:00</lastmod>
37 <priority>0.64</priority>
38 </url>
39 </urlset>
eXtensible Markup Language file length: 1,473 lines: 39 Ln: 35 Col: 62 Pos: 1,375 Windows (CR LF) UTF-8 INS
  
```

Manual Sitemap



```
<?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://educationwithpulkitverma.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>
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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>
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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