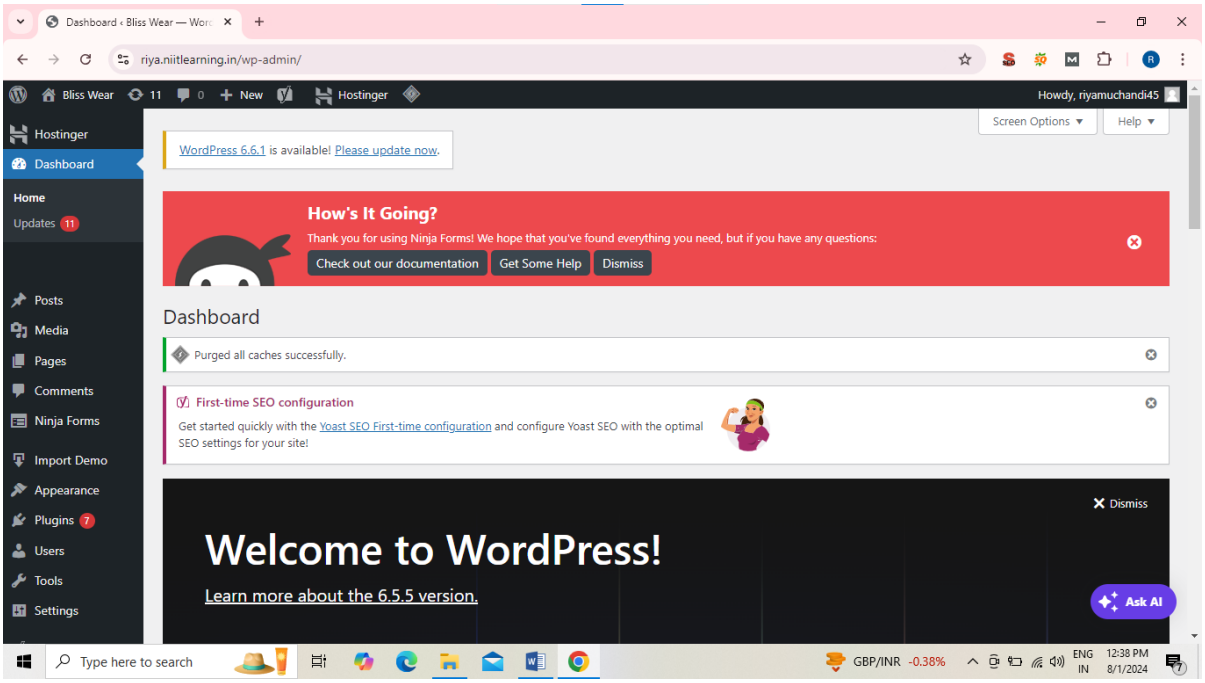
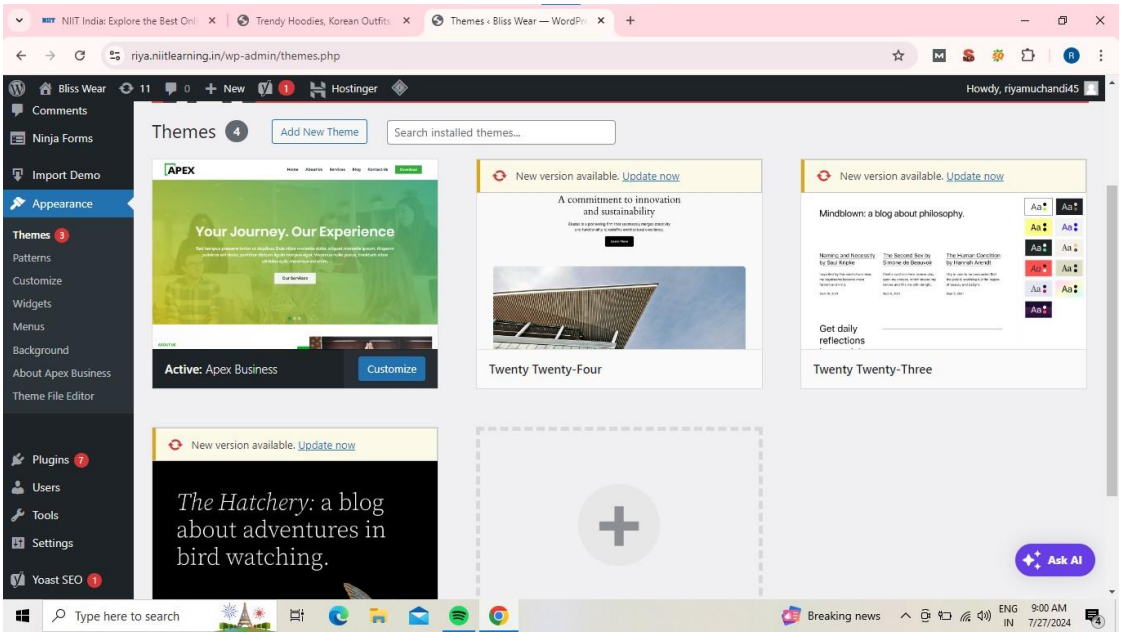
# Project:

1. Word press is the tool in which we can create a website in easy manner

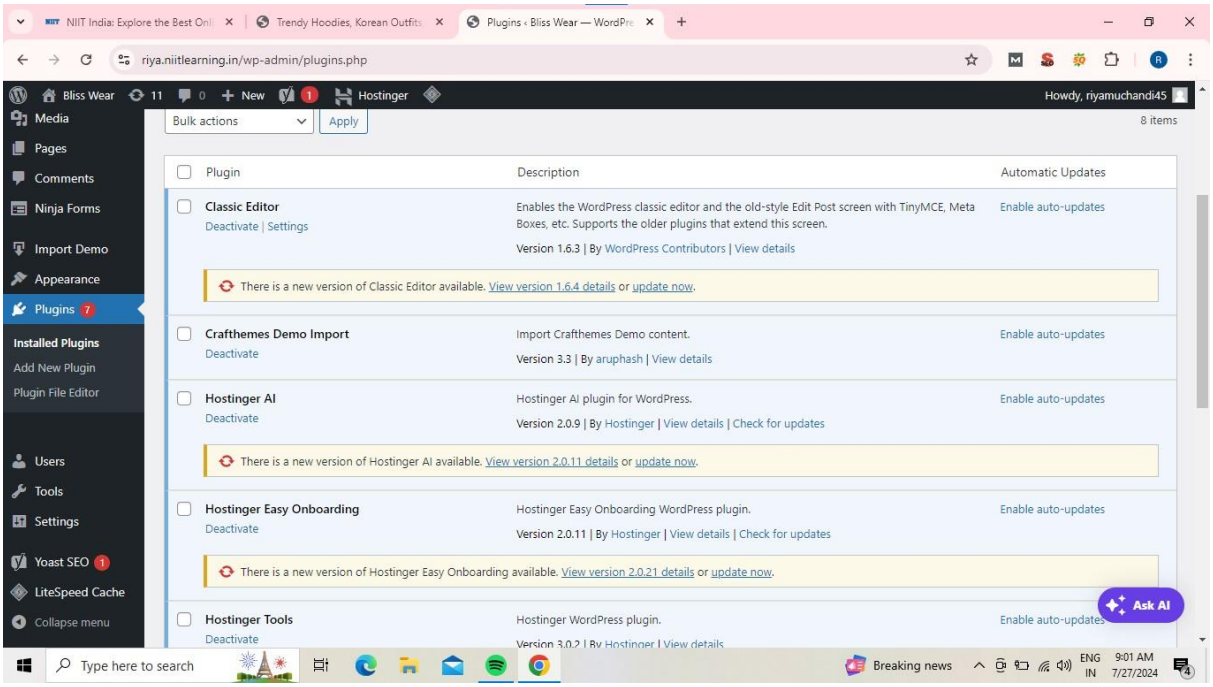
Install→ create account



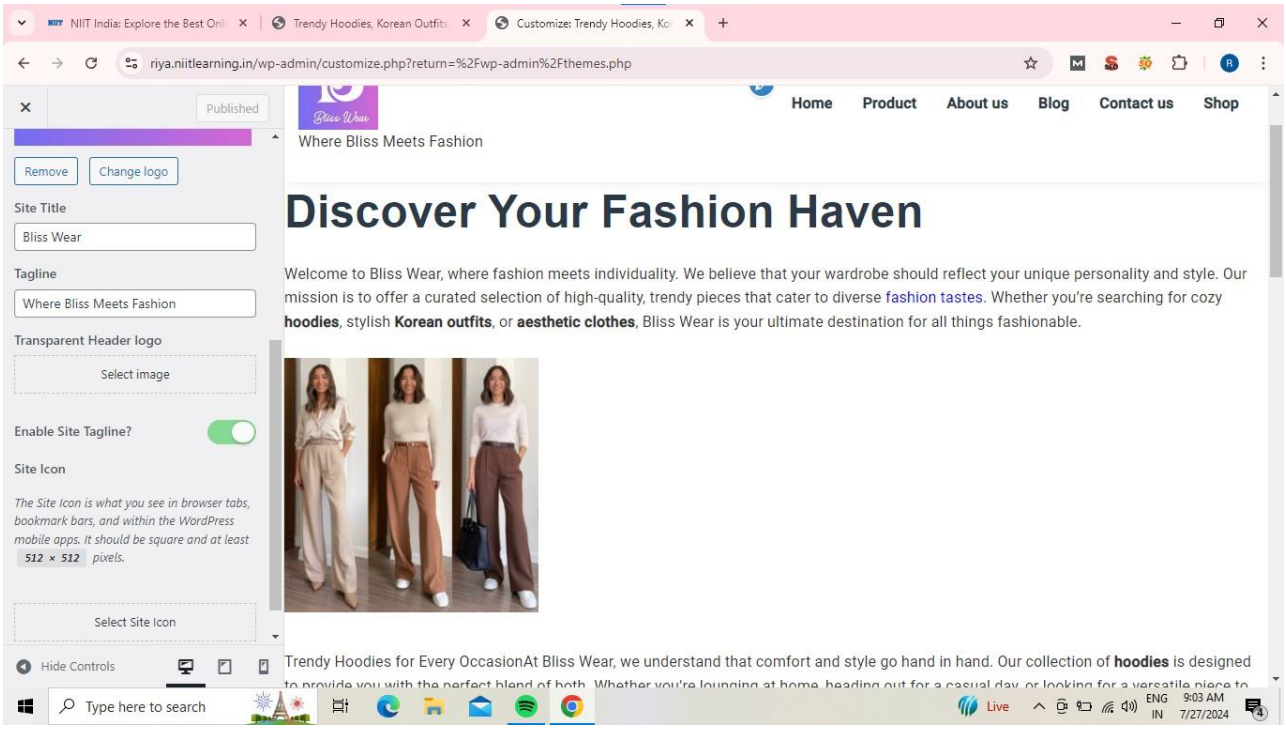

2. Go to appearance→add themes [apex business]→install→active



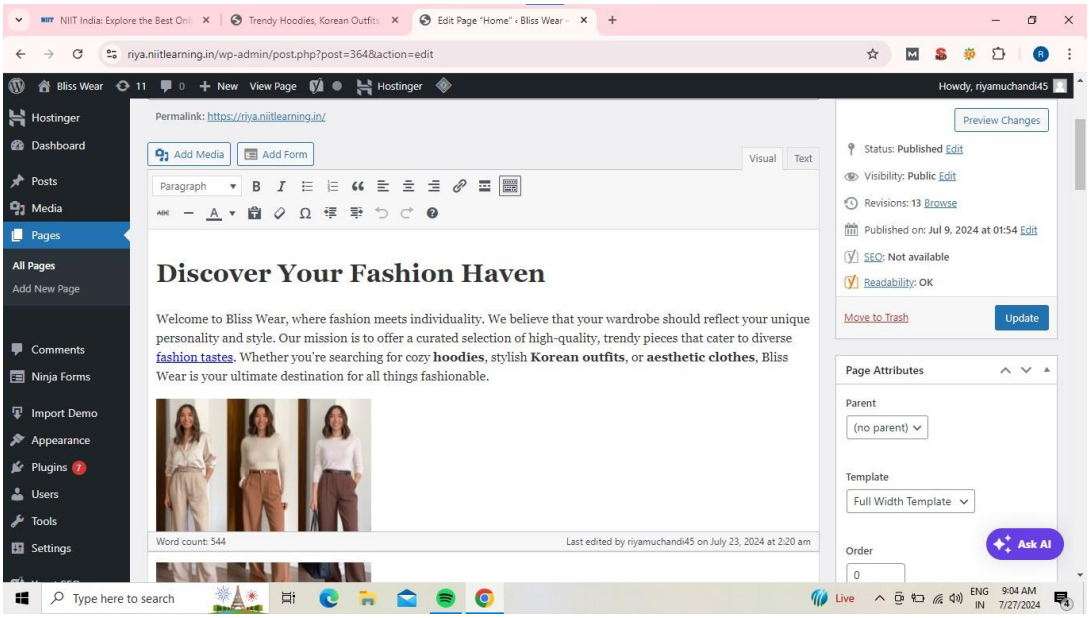
3. Go to plugin→add new plugin→classic editor→install→activate



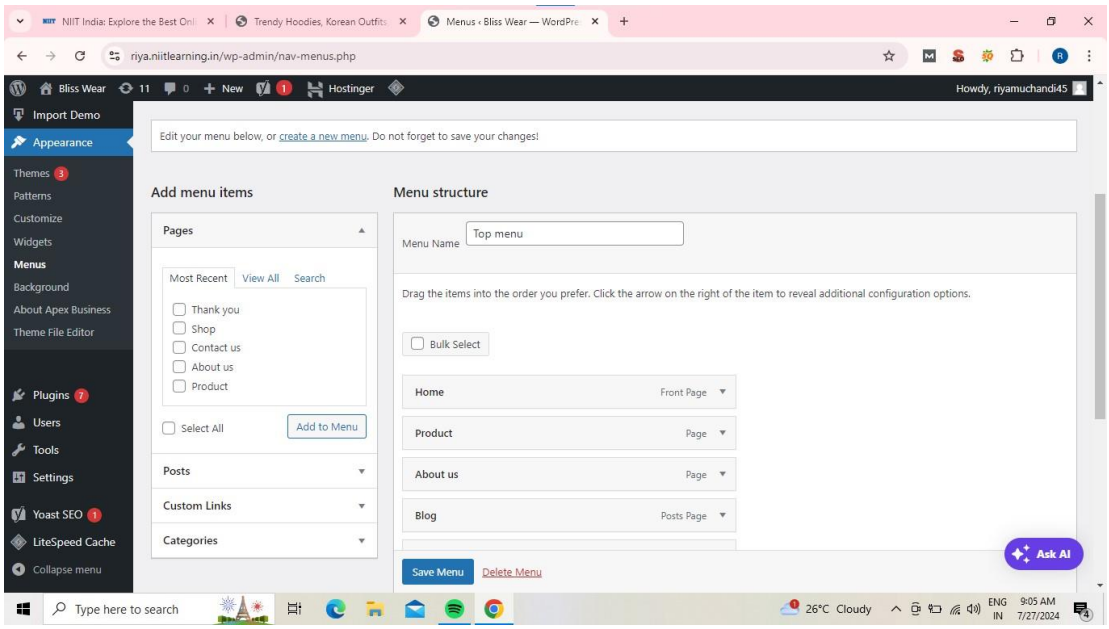

4. Go to appearance→customize→site identity→add site title and tagline→publish



5. Go to pages→add new pages→enter title(e.g.- home, about us)→add content with images(click media button)→publish. Add all the pages in the manner for my Bliss wear website page

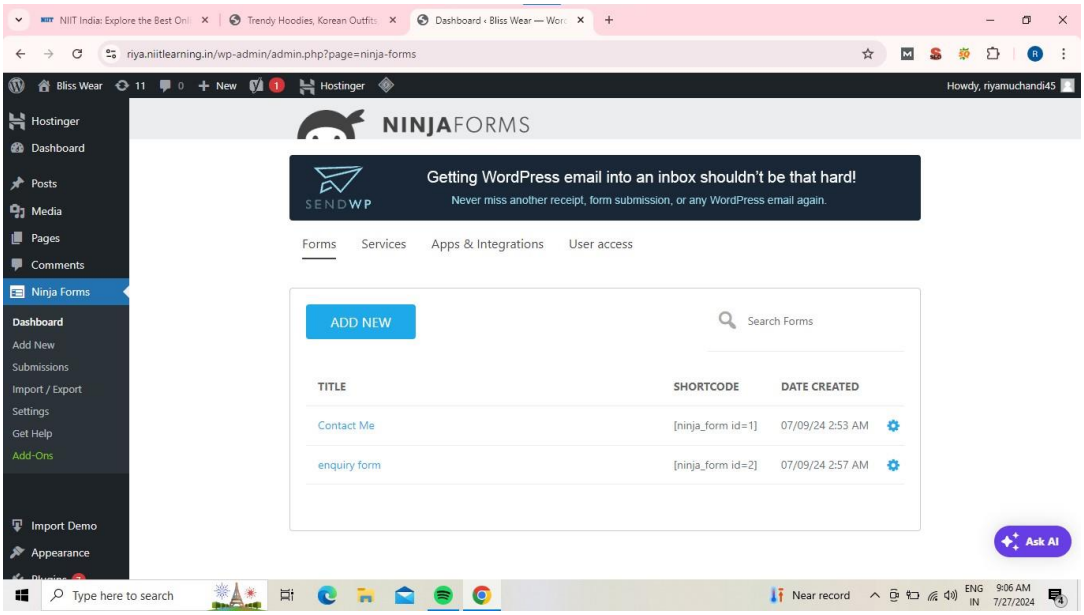



6. Go to appearance→menus→click all menus (click on left side to click add menu and right side to arrange the page wise order)→save menu→publish

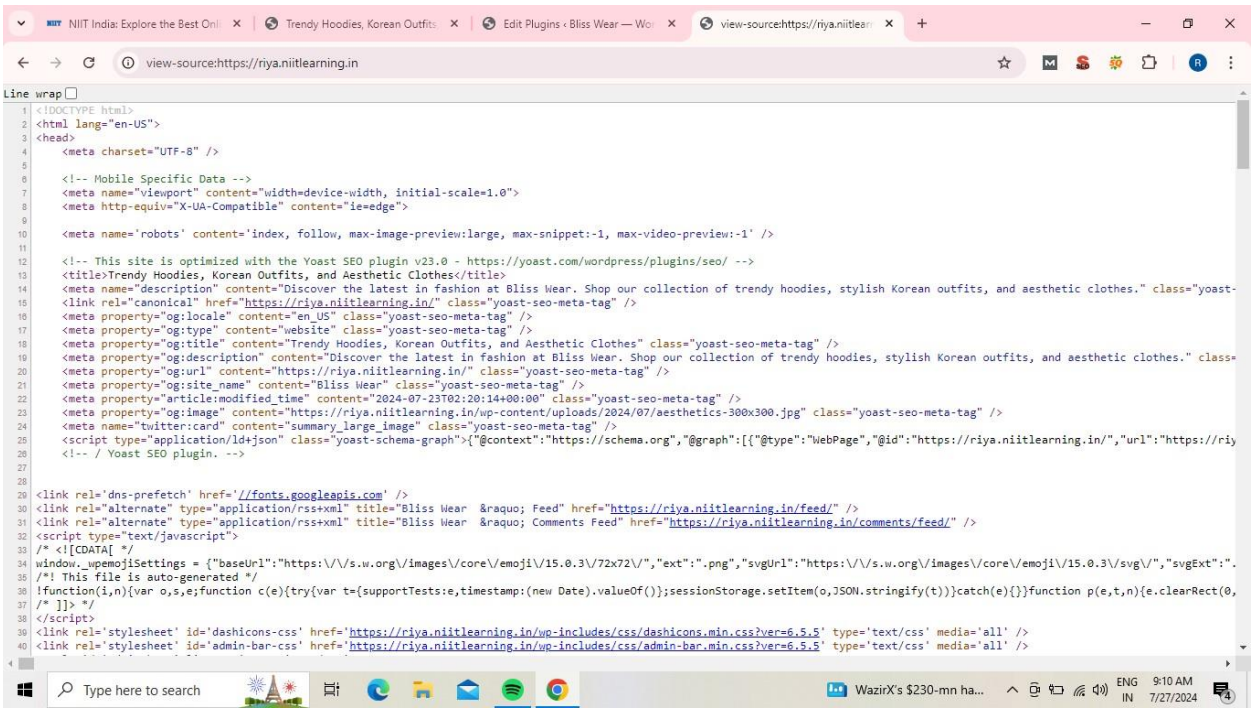


7. Go to plugin→add new plugin→Ninja form→install→activate→

Click Ninja→Dashboard→click add new option then click blank form then we add name, email, phone etc. →click done→publish

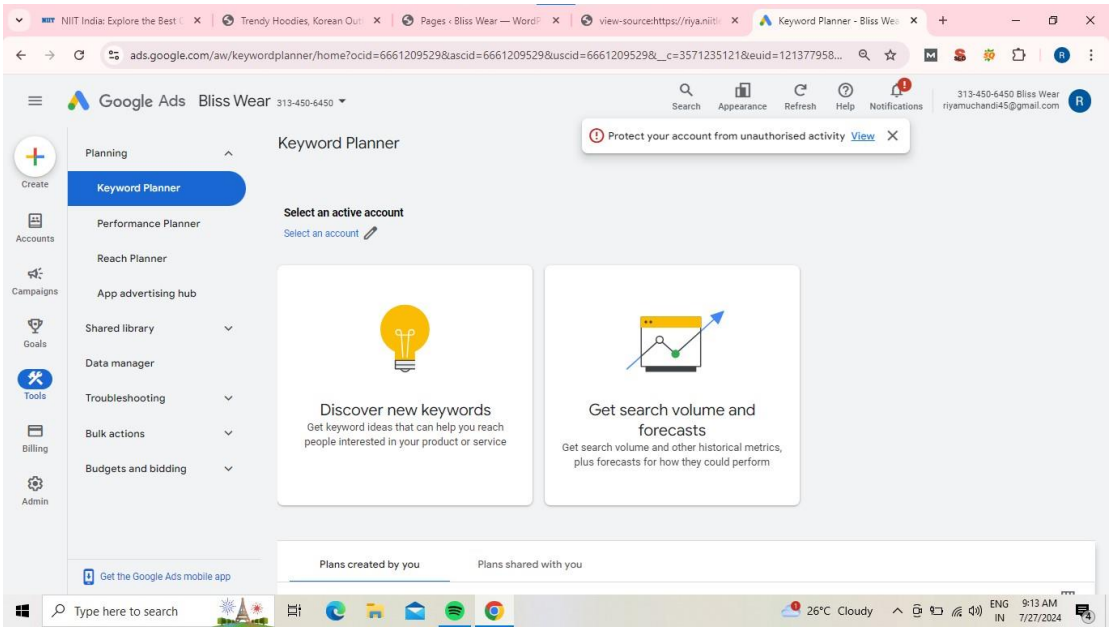



8. Website source code:

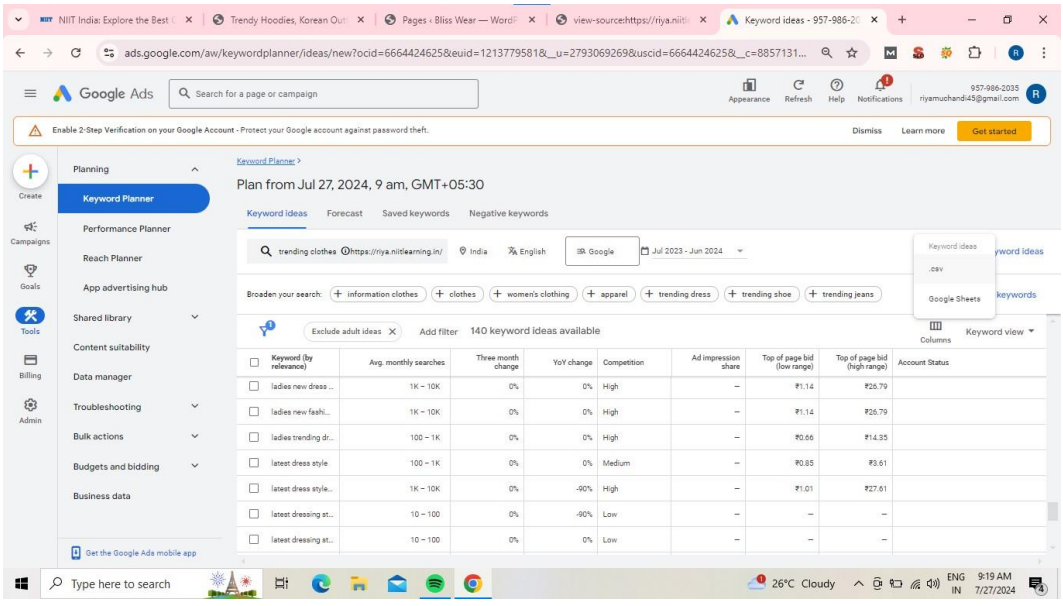


9. Discover new keywords:

Google ads→start now→create Google ads account→tools→keyword planner→Discover new keywords→search keyword related to your business website

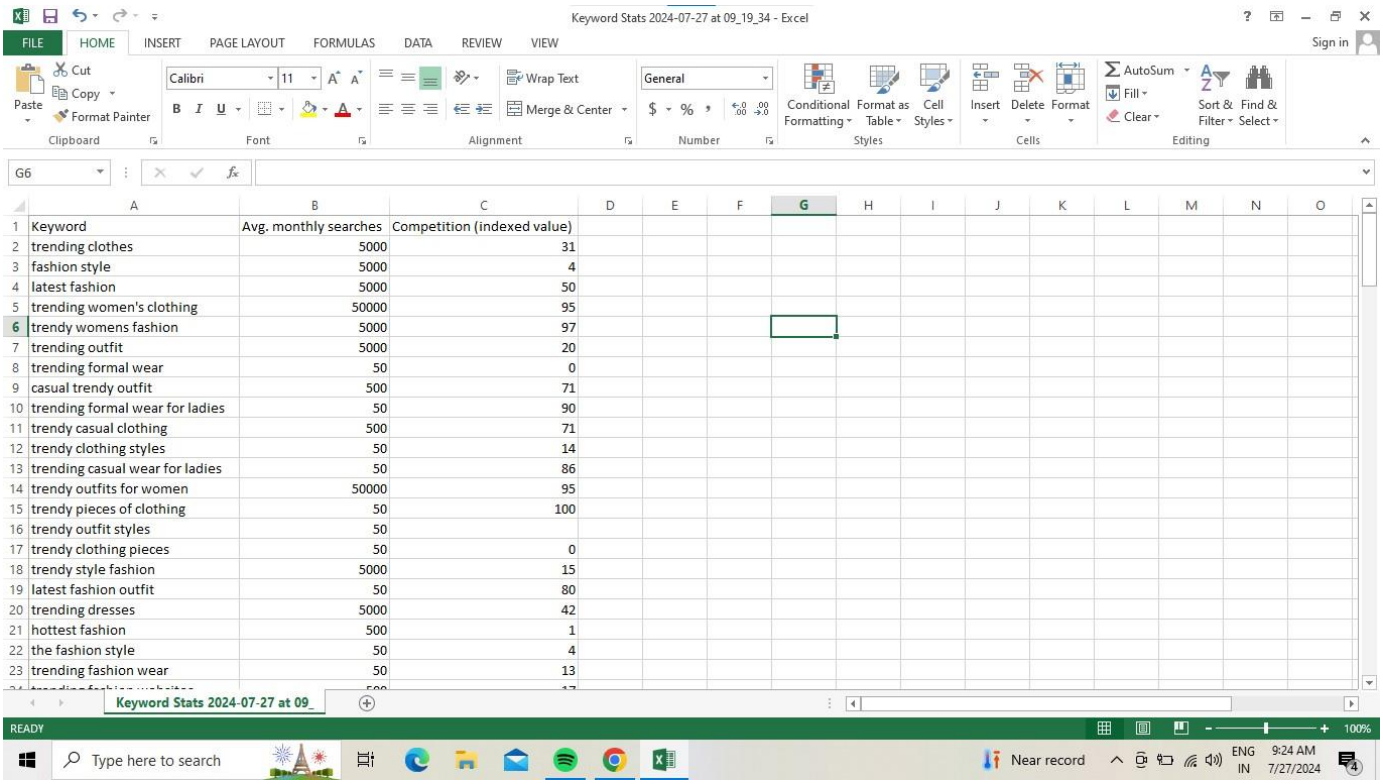



10. After that many keywords will be discover→download that keyword ideas in CSV file.



11. All the row data will save in excel file. We have to clear all the columns which are not required and then find the best keyword based on search volume and competition.

Use all this keywords in our page content.



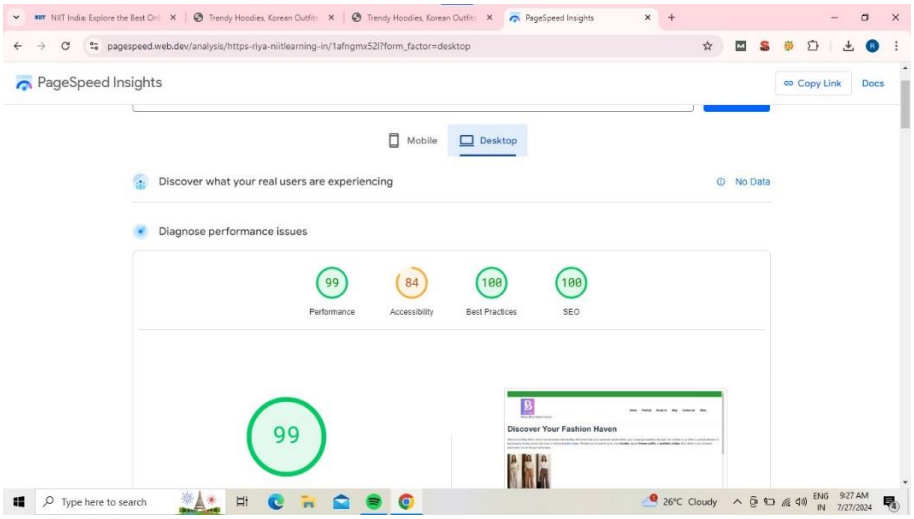
Keyword Stats 2024-07-27 at 09_19_34 - Excel

| Keyword | Avg. monthly searches | Competition (indexed value) |
|---|---|---|
| trending clothes | 5000 | 31 |
| fashion style | 5000 | 4 |
| latest fashion | 5000 | 50 |
| trending women's clothing | 50000 | 95 |
| trendy womens fashion | 5000 | 97 |
| trending outfit | 5000 | 20 |
| trending formal wear | 50 | 0 |
| casual trendy outfit | 500 | 71 |
| trending formal wear for ladies | 50 | 90 |
| trendy casual clothing | 500 | 71 |
| trendy clothing styles | 50 | 14 |
| trending casual wear for ladies | 50 | 86 |
| trendy outfits for women | 50000 | 95 |
| trendy pieces of clothing | 50 | 100 |
| trendy outfit styles | 50 | |
| trending clothing pieces | 50 | 0 |
| trendy style fashion | 5000 | 15 |
| latest fashion outfit | 50 | 80 |
| trending dresses | 5000 | 42 |
| hottest fashion | 500 | 1 |
| the fashion style | 50 | 4 |
| trending fashion wear | 50 | 13 |

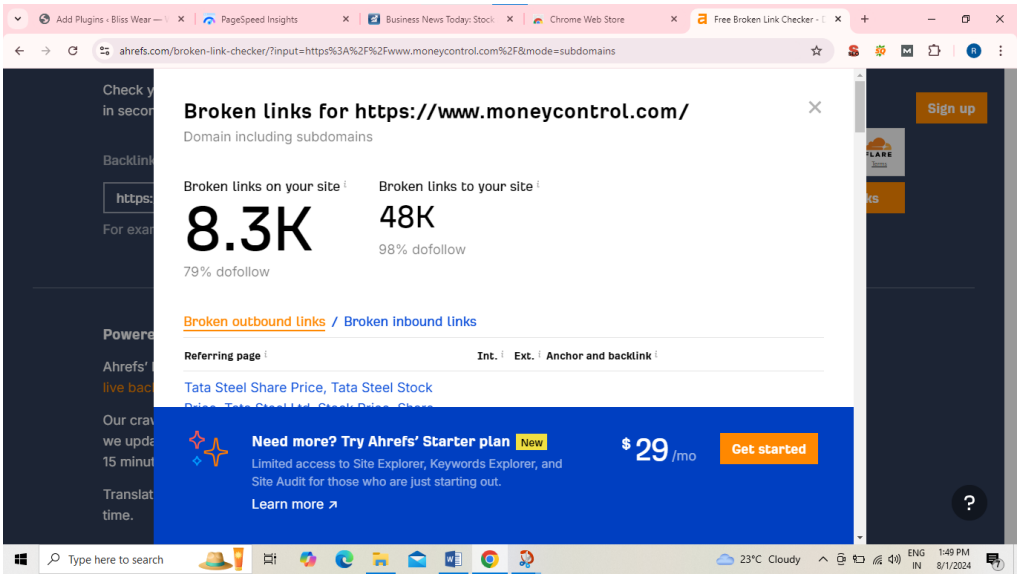
12. Check speed of the website:

Page speed insight→copy the URL of your website and paste it→click on analyze button→now it will show mw the speed of my website.

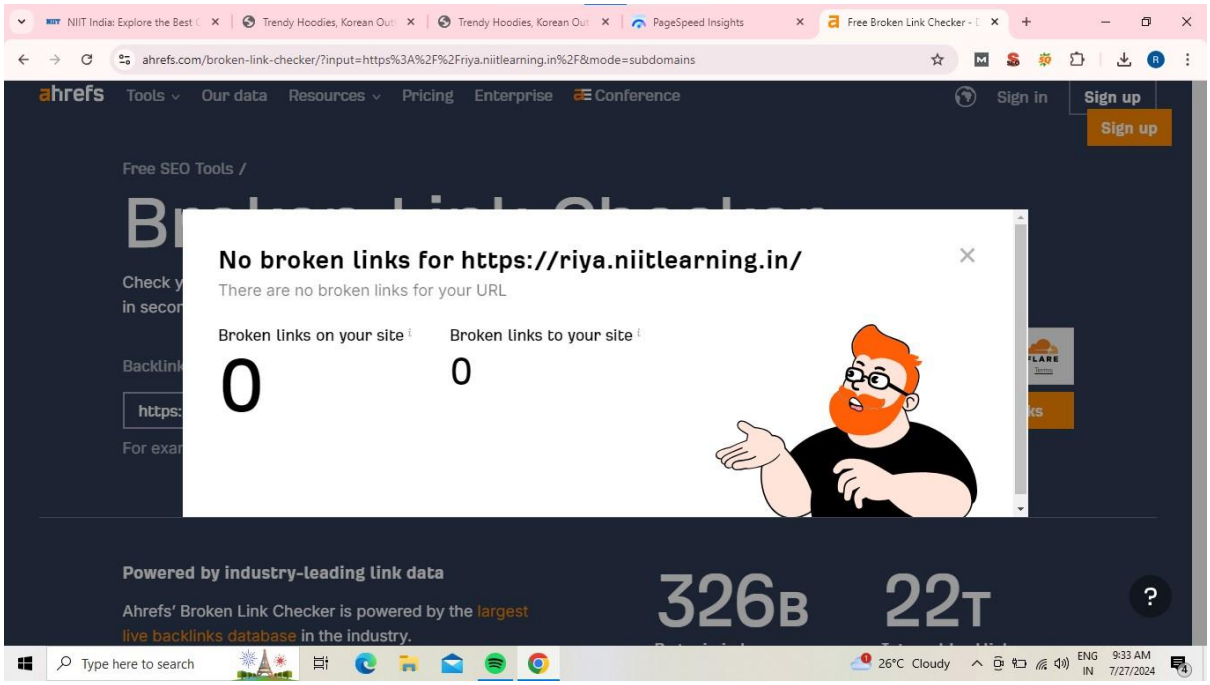
If your speed is low then the reason will be because of your heavy images because it takes more MB. For this image compressor is the best tool for compress your image.




13. Broken link checker→copy any URL of website and paste it→click check broken link→it will display the number of broken links.

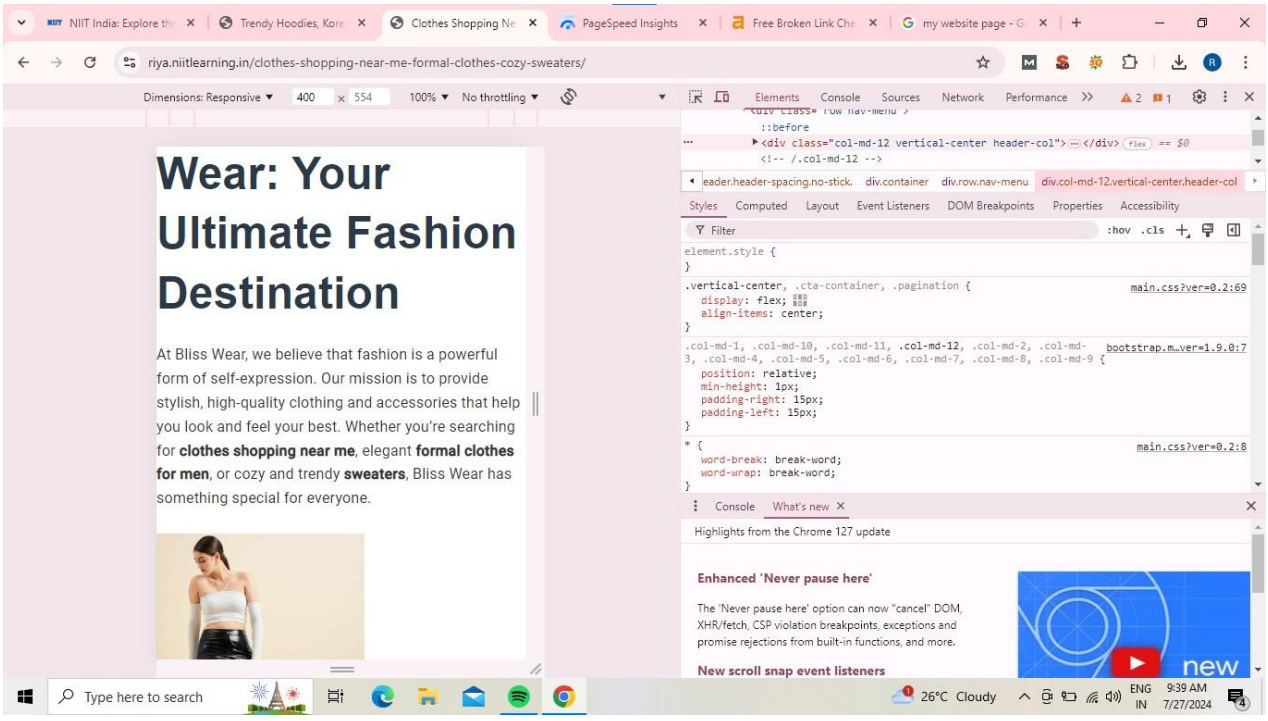


And also if there is no broken link on the website it will show like this.

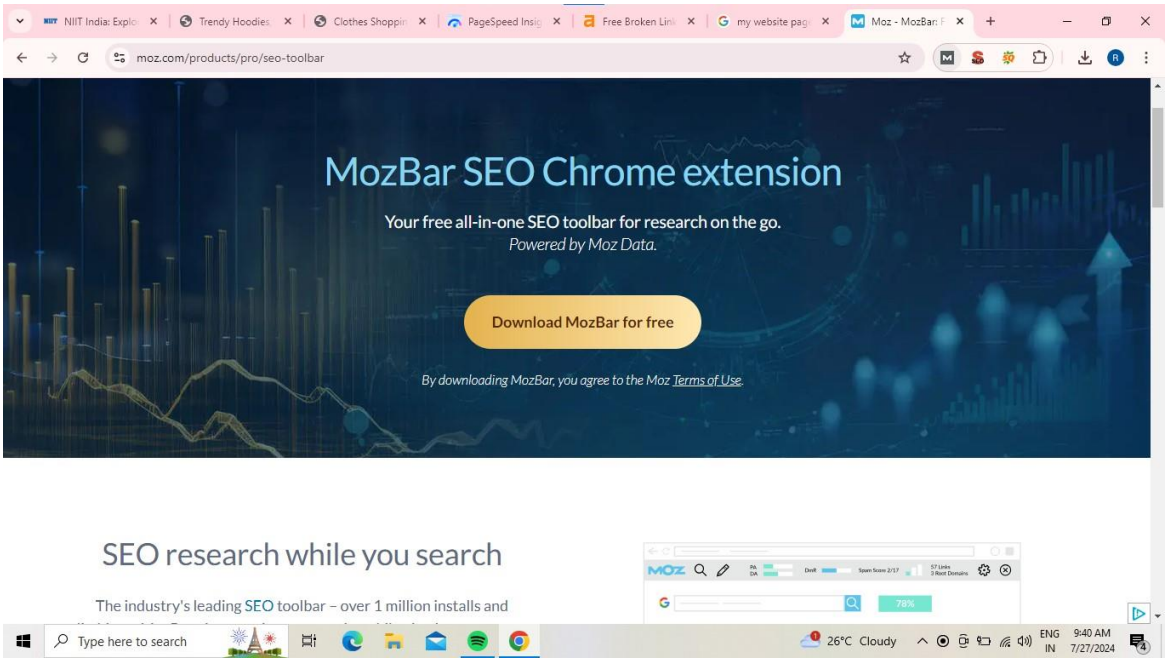



14. Mobile friendly test:

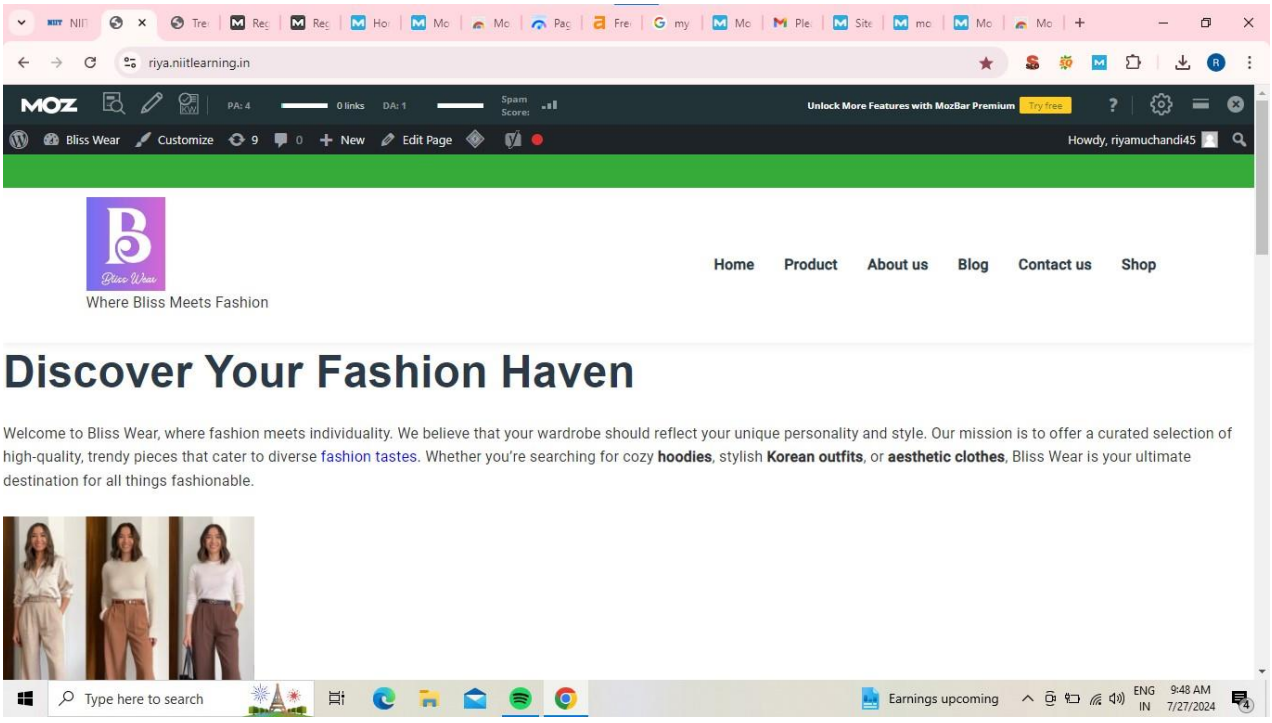
Right click on your website page (bliss wear)→inspect



15. Mozbar: this tool shows the popularity or status of your website

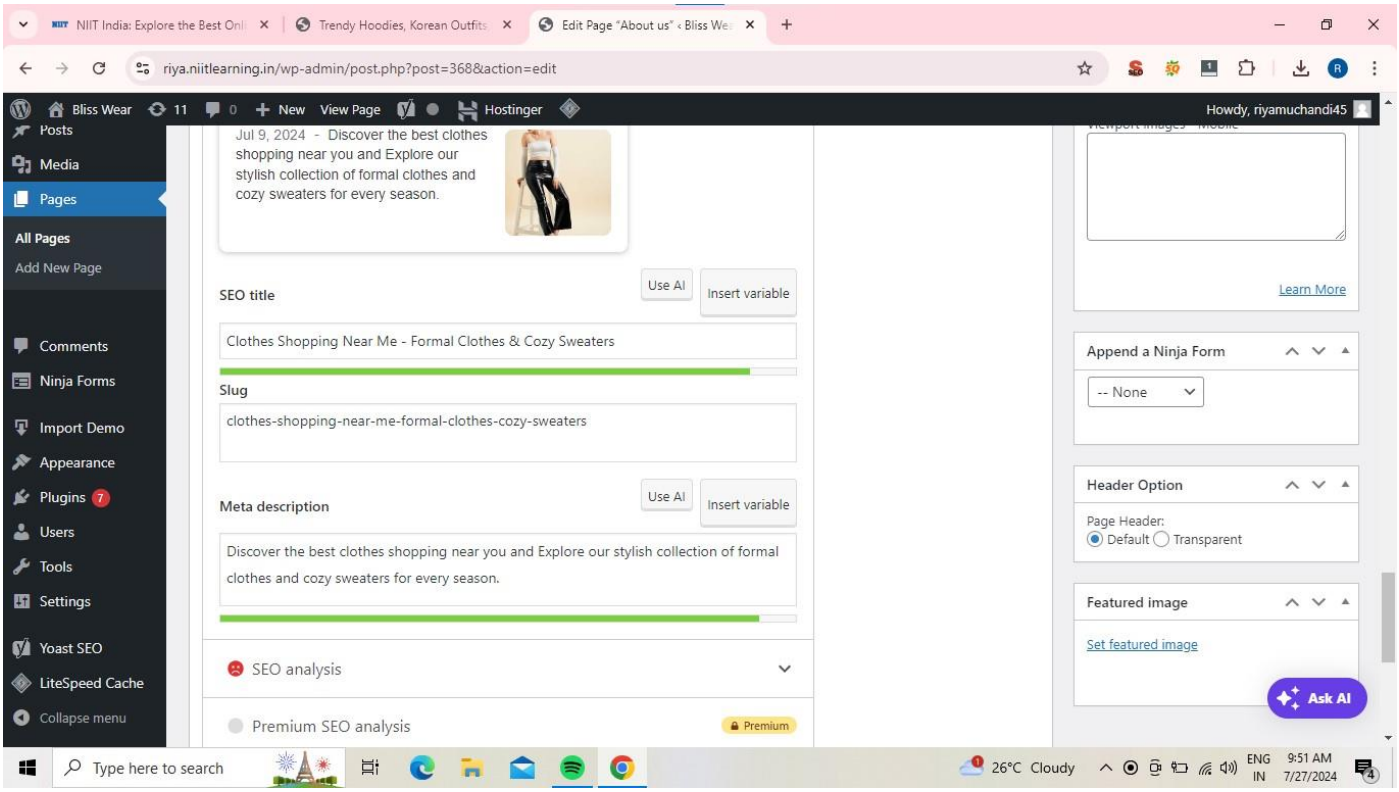



Now you can check Domain Authority for any website page:



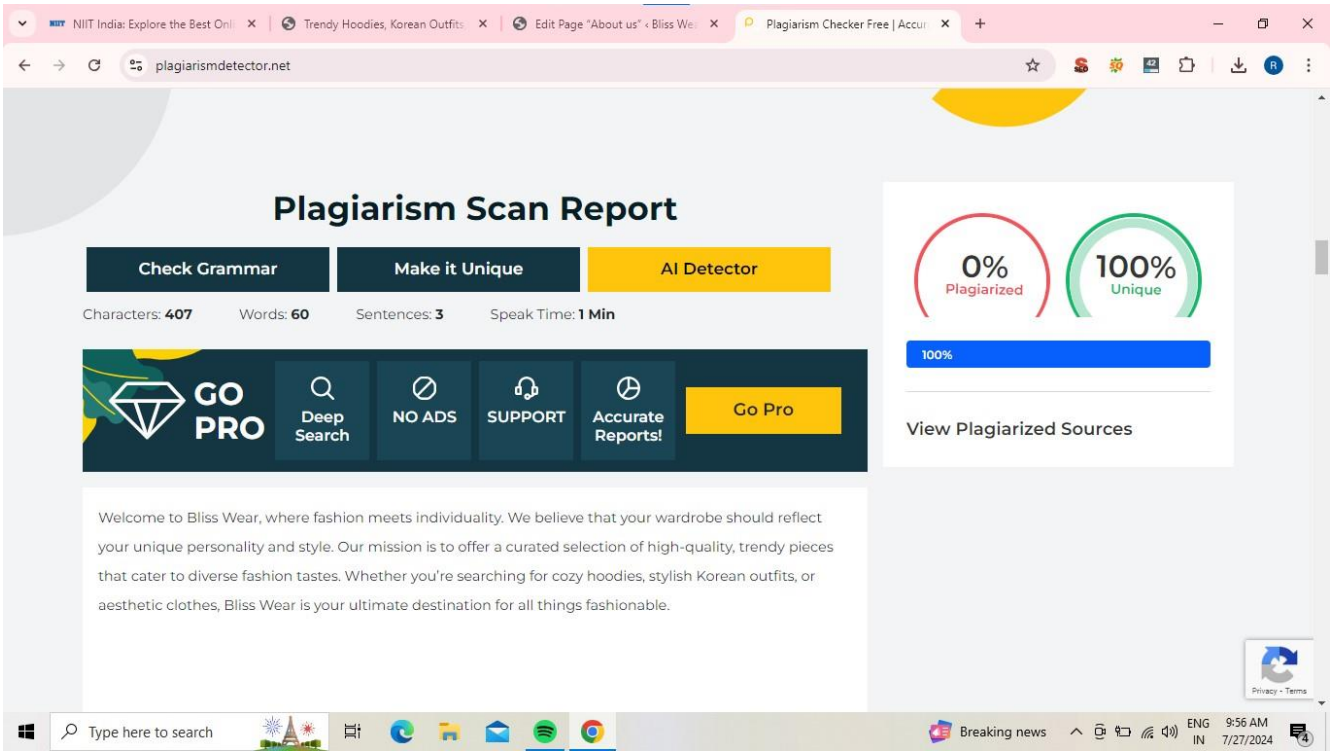
16. Meta Description:

Add SEO title and Meta description



17. Plagiarism: the practice of taking someone else`s work or ideas

Plagiarism checker→copy and then paste your website page content→click check plagiarism.

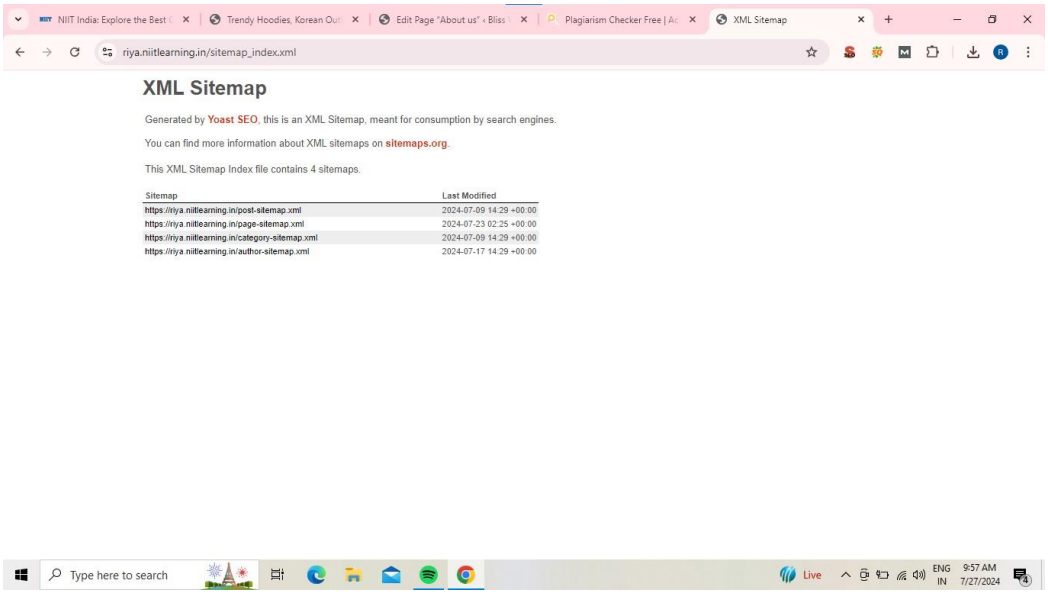



It will check if your content is copied from somewhere.

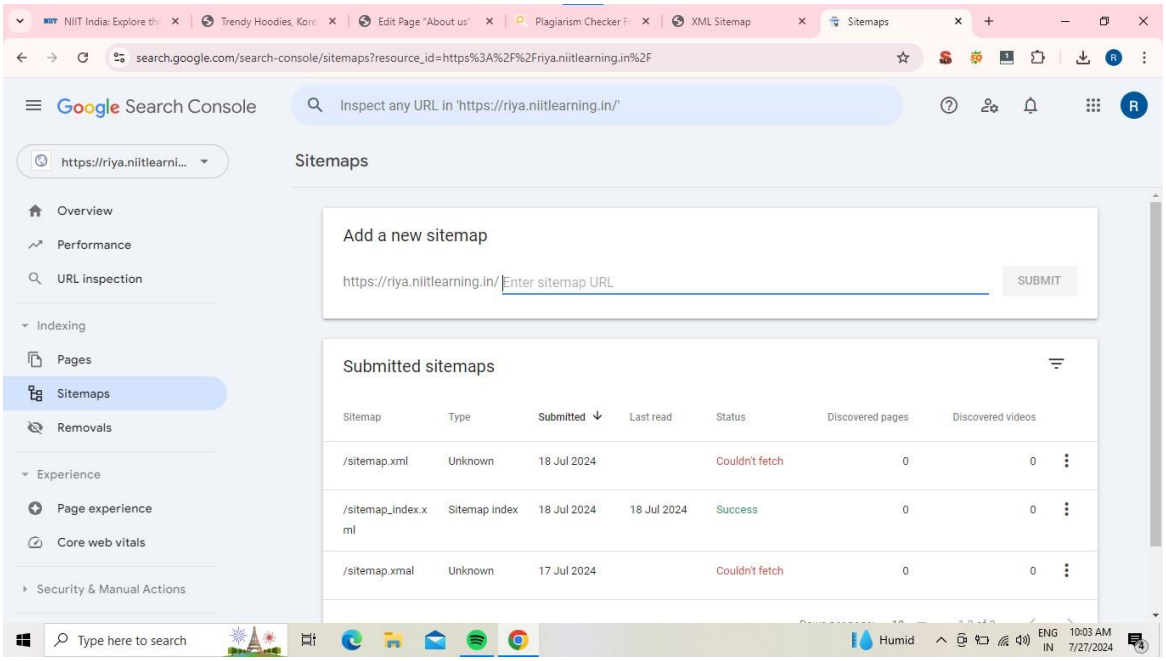
[30% to 40% plagiarism is acceptable but remaining 60% should be the unique one.

ON PAGE OPTIMIZATION:

18. XML sitemap:




Google search console→enter home page URL→enter→Google search console account→start now→it will display side menus



19. Robot txt pages:

We have to stop those pages to appear which we don’t want to display on our website.

If you don’t want any unnecessary page to be available or add in Google then you have to follow this following process.

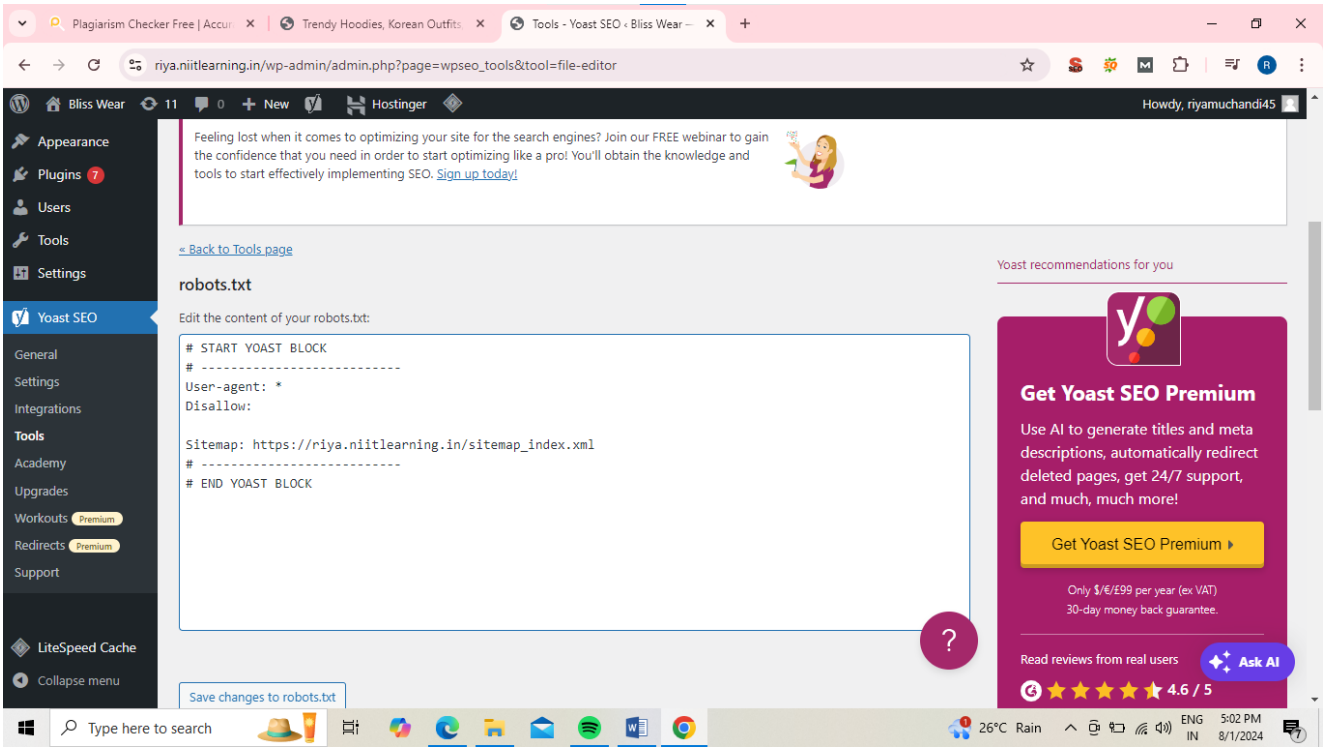
Yoast SEO→setting→tools→file editor→create robot txt file

After disallows: add that page URL which you don’t want to display.

For example: Disallow:/wp-admin/

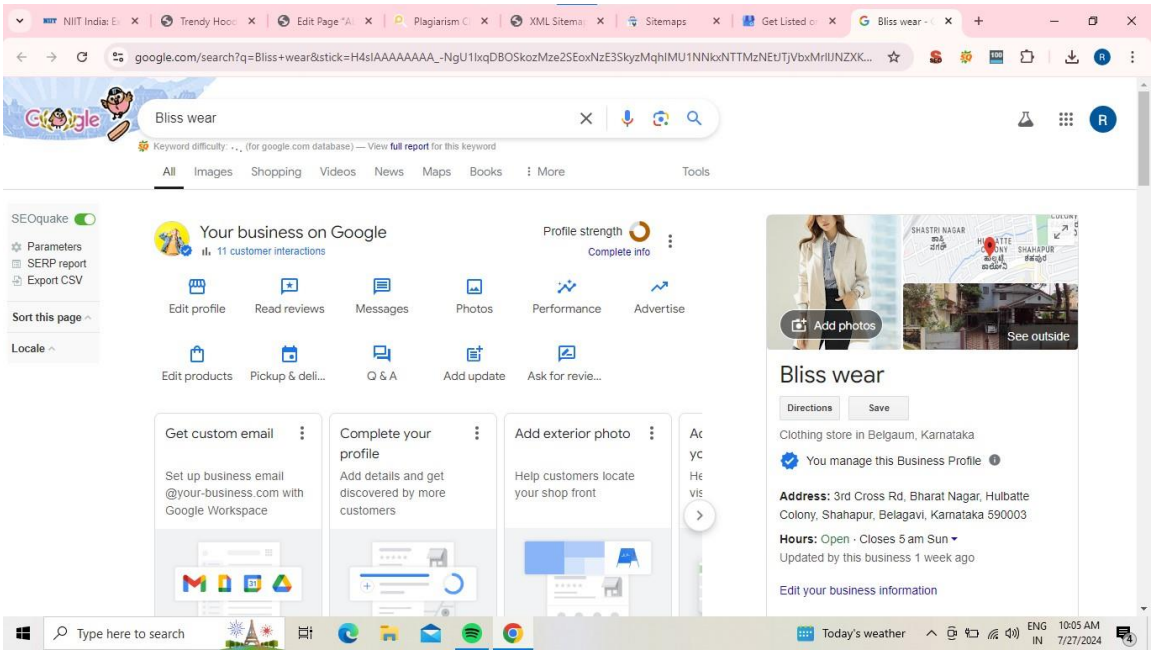
Disallow:/cart/

Disallow:/checkout/



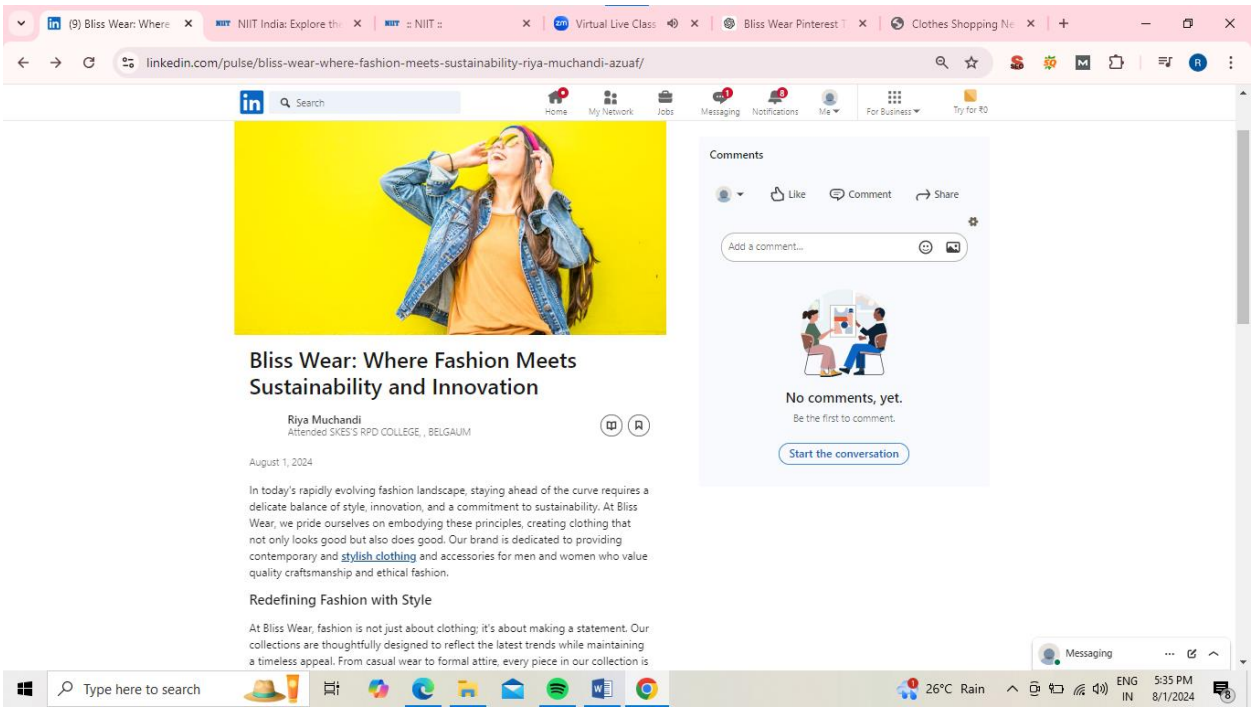
# Use off Page Optimization to Improve SEO Ranking

20.Go to Google business profile→sign in with our mail→fill all the information and create our business profile



21. LinkedIn:

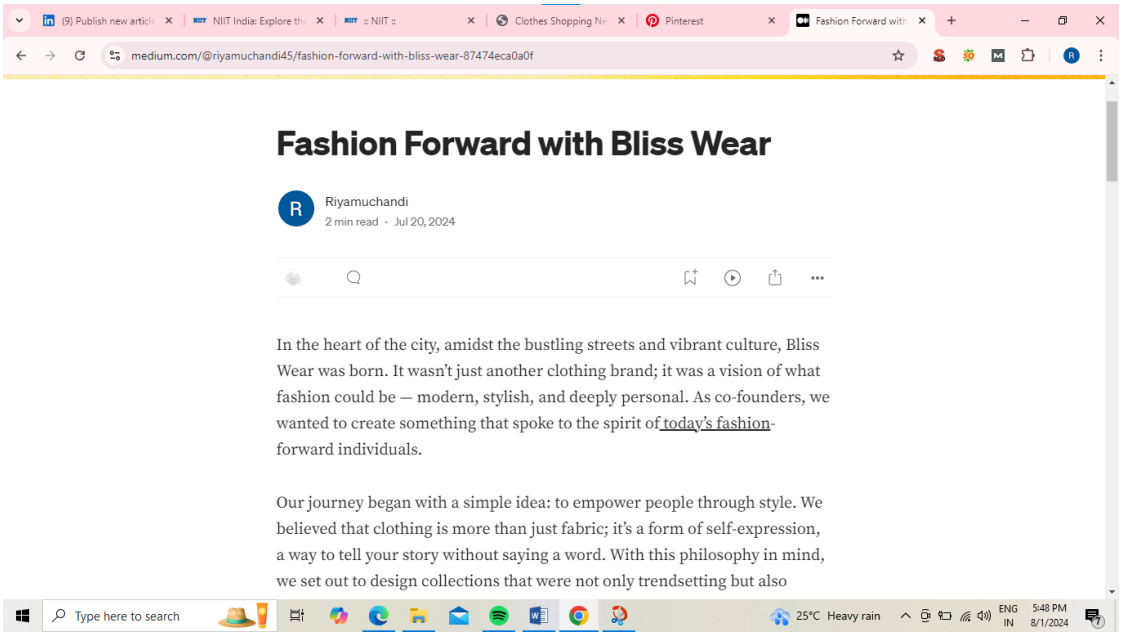
write article→upload image→title→article→highlight the main word which you want to link→copy the page URL of your website(eg:about us)→then paste that link→publish your article



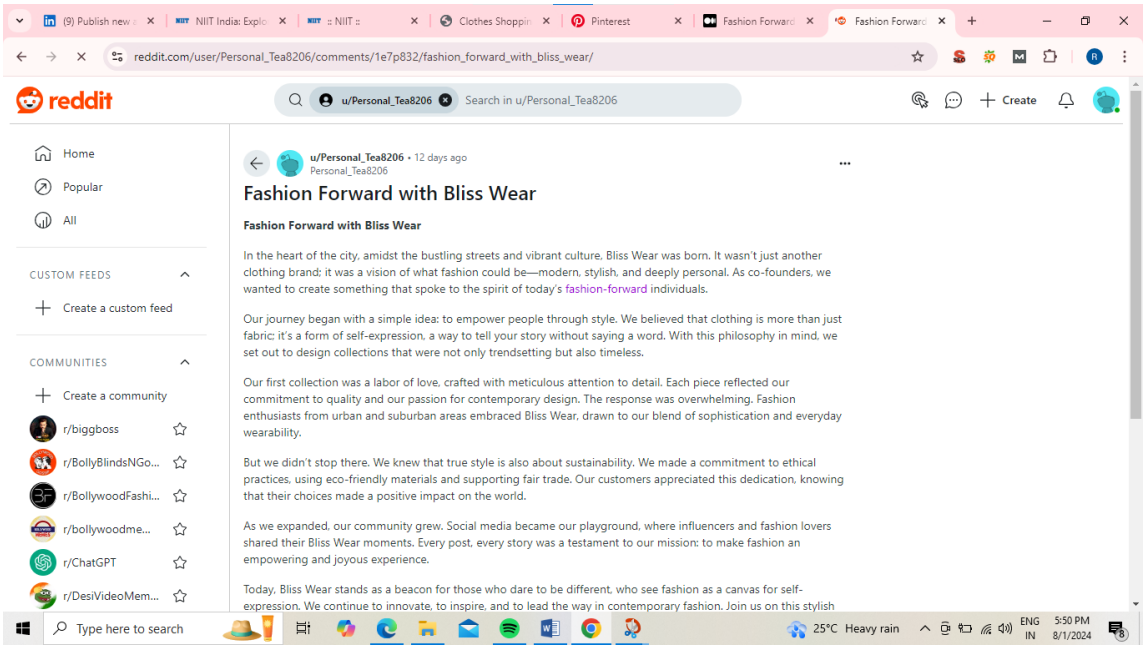

When you click that highlight link then you will directly visit your website page.

22. Medium.com: this is one of the most popular medium.

Open medium.com→write the article→connect your website page link→add that link into specific word→click on it →now it will display your website page.

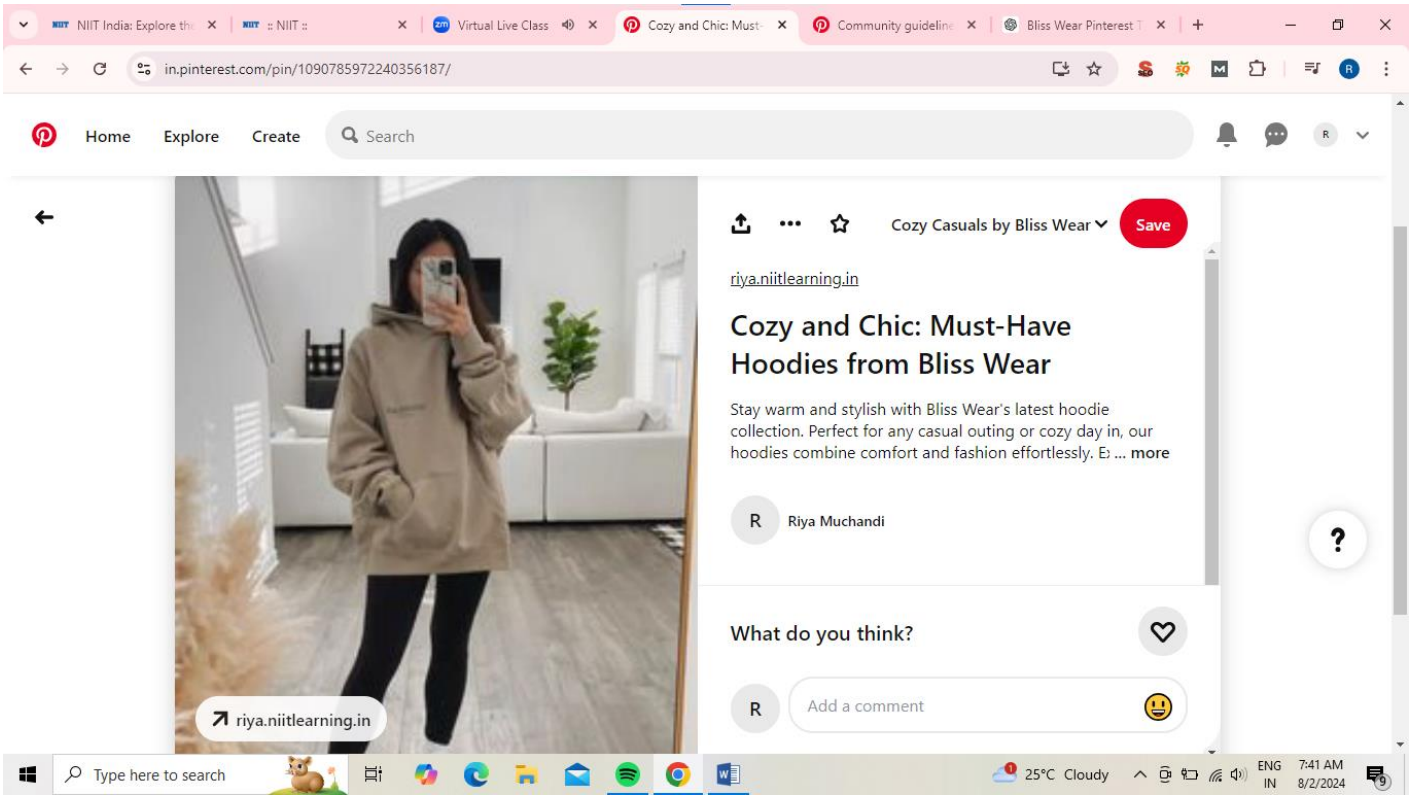



23. Redit.com:



24. Pinterest:

Open Pinterest→create an account→then upload a image related to your website→then description→then add your website link→add one keyword related to your image/website→publish



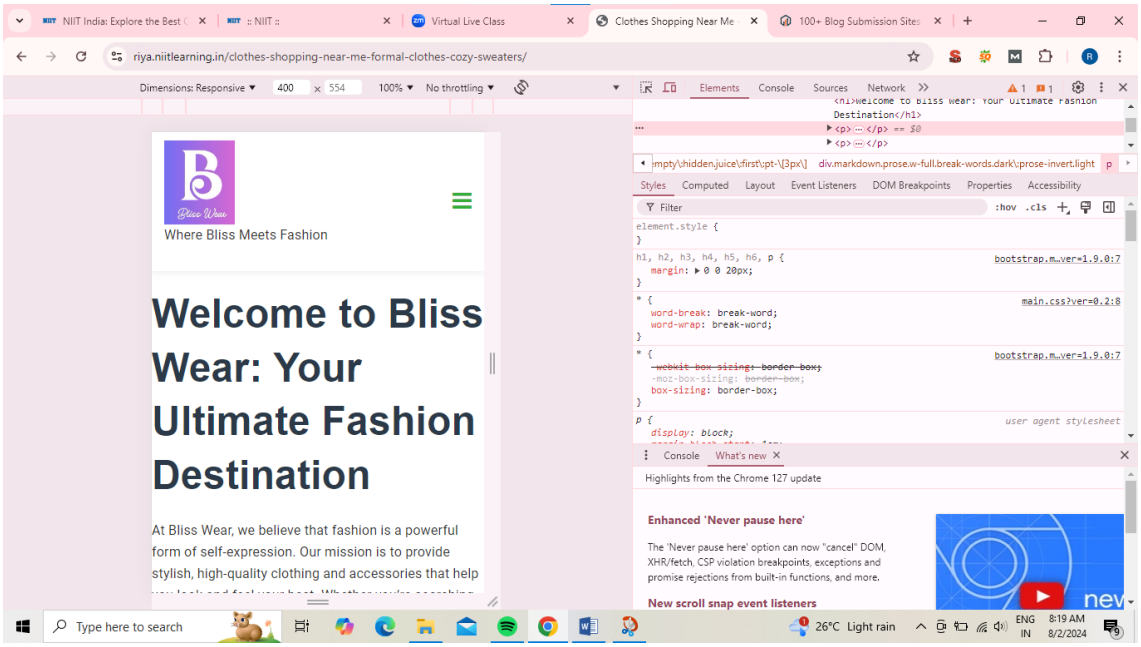
25. In off page SEO there are 2 scenarios:

1. Do follow link: owner of that website will allow passing the authority to our website.

2. No follow link: owner of that website do not allow passing authority to our website.

Now how to check if that link is Do follow or No follow link

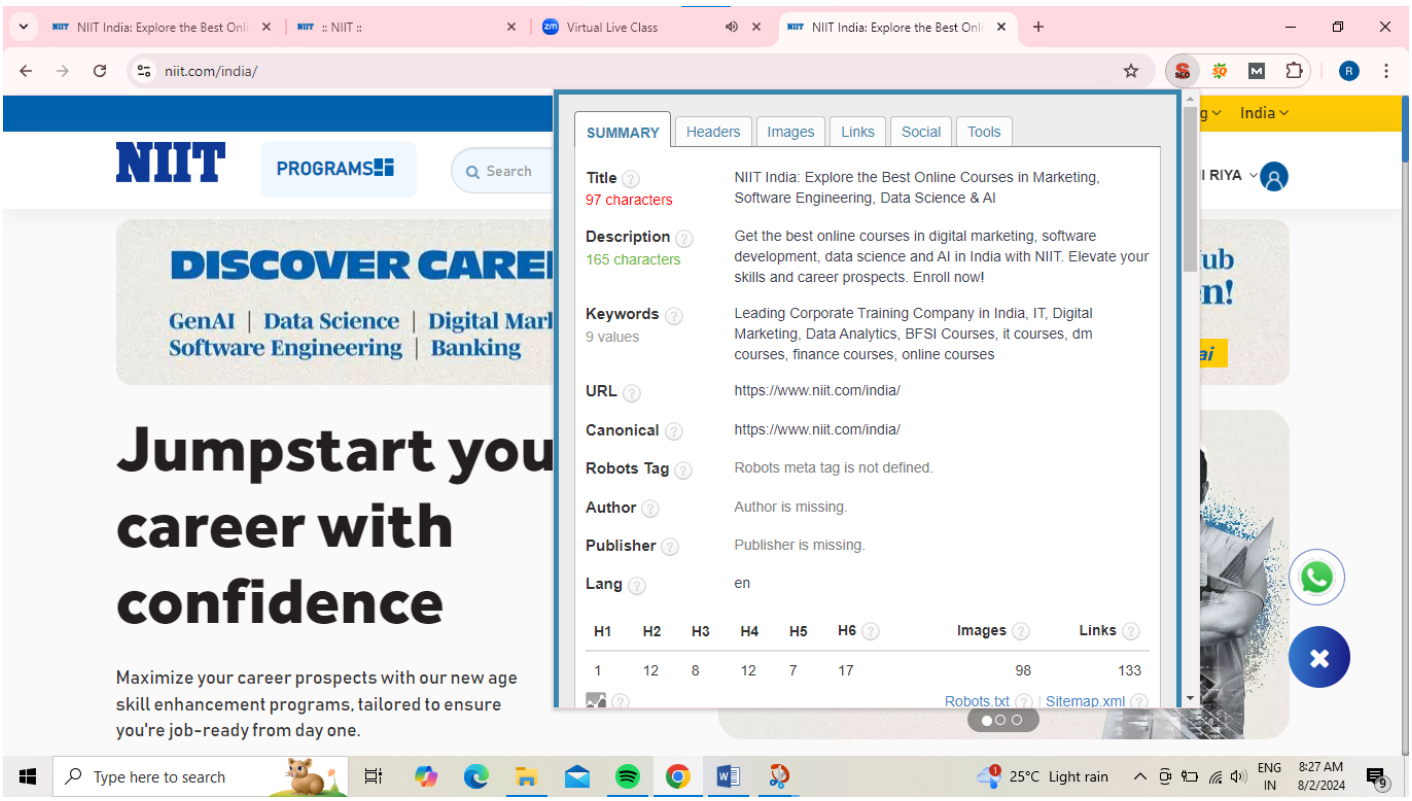
Go to that website content→right click on that→inspect→then you can see “rel=no follow”



26. Now there are two chrome extension which we have to add:

Meta in one click: the purpose of this is that it will show all the summary of our website.

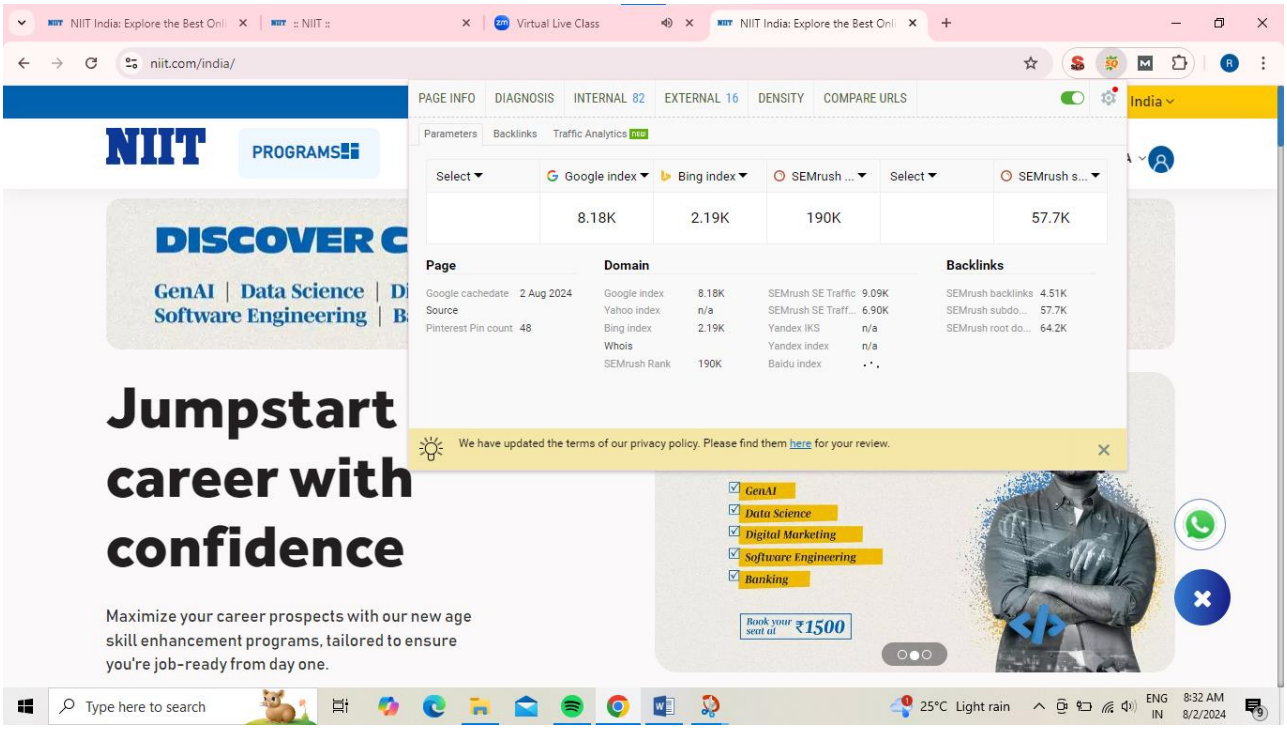
Example: title, description, URL, keyword, headings etc.



27. SEO quick:

This SEO quick will tell you if your URL is updated properly or not.

And also if your website content is enough or not.




So the last point is what is SEO audit:

- We have done 4 types of SEO

1. Content optimization SEO
2. Technical optimization SEO
3. HTML optimization SEO
4. Off page and link building SEO

So evaluating this all are happening right or not is called as SEO audit.