Report

# 1. Key Tasks and Activities

* Spent the week learning about Search Engine Optimization (SEO) and how it influences website performance and visibility.
* Researched Google’s search algorithm and how updates (e.g., Core Updates, Page Experience signals) affect content rankings.
* Analyzed various ranking factors including keyword relevance, backlinks, mobile-friendliness, and content structure.
* Explored how search engines crawl, index, and rank web pages, using tools like Google Search Console and SEO blogs (e.g., Moz, Search Engine Journal).

## Milestones Achieved

* Completed an introductory SEO training module and summarized key takeaways in a reference document for the team.
* Created a sample SEO audit checklist highlighting best practices for content optimization and technical improvements.
* Applied SEO concepts to review existing content and made suggestions for improvement based on keyword and readability analysis.

## Notable Contributions

* Shared a breakdown of Google’s ranking algorithm components with the team to assist in content planning.
* Recommended the use of structured data and internal linking strategies to enhance site visibility.
* Helped identify opportunities for content refresh based on outdated pages and keyword performance gaps.

# 2. Challenges and Hurdles

## Issues Faced

* Initially found it challenging to understand the technical depth and frequent changes in Google's algorithm.
* Faced difficulty distinguishing between high-impact SEO tactics and outdated or ineffective practices.
* Navigated conflicting advice from various online SEO sources, which led to confusion during research.

## Approach to Overcoming Them

* Focused on trusted and up-to-date sources like Google’s official Search Central blog and authoritative SEO platforms.
* Created comparison notes to separate core principles from outdated strategies.
* Sought feedback from more experienced team members to validate understanding and refine learning.

# 3. Lessons Learned

* \*\*Understanding SEO and Google Algorithms\*\*: I developed a foundational understanding of how SEO works and how Google's algorithm evaluates and ranks content. This knowledge is essential for improving digital presence and tailoring content to user intent.
* \*\*Research and Information Filtering\*\*: I learned to critically evaluate sources, focus on credible insights, and verify advice with current algorithm guidelines.
* \*\*Strategic Thinking\*\*: Gaining insight into search behavior helped me think more strategically about content creation, technical performance, and long-term digital growth.
* \*\*Adaptability and Learning\*\*: This week reinforced the importance of staying current in a constantly evolving field like SEO and being open to unlearning and relearning when needed.