

EXPERIMENT - 8

Aim:- To use SEO tools such as SEMrush, Moz, or Google Search Console for various aspects of SEO, including keyword research and site audit.

Software Used :- SEMrush, Moz, or Google Search Console.

Description :- An all-in-one SEO tool offering features like keyword research, site audit, competitor analysis and backlink monitoring.

Procedure :-

1. Use SEMrush to identify relevant keywords for your website or content. Explore metrics such as search volume, competition and keyword variations.
2. Conduct a site audit using SEMrush to identify on-page and technical SEO issues. Address critical issues affecting website health.
3. Explore the backlink profile of your website & competitors using SEMrush. Identify opportunities for building high quality backlinks.
4. Utilize Moz's keyword research tools to identify additional keywords.

Teacher's Signature: _____

Aim:- To use SEO Tools such as SEMrush, Moz, or Google Search Console for various aspects of SEO, including keyword research and site audit.

Results for <https://github.com/>



Report Generated: 05 April 2024 10:11

95

On-Page Score

98

Performance

96

Accessibility

92

SEO

96

Best Practices

Onpage Results

95.24%

57 Internal Links	32 External Links	53 Number of Images	1472947 Images Size
51 Scripts	734170 Scripts Size	3832 Plain Text Size	0.02 Plain Text Rate
605 Plain Text Word Count	9.74 Automated Readability Index	12.52 Coleman Liu Readability Index	8.73 Dale Chail Readability Index
43.72 Flesch Kincaid Readability Index	18.10 Smog Readability Index	0.61 Description to Content	1 Title to Content Consistency

• All 3xx Redirection	59
• 301 Redirects	22
• Non 301 Redirects	37
• Broken Pages (4xx Errors)	44
• 5xx Errors	0
• Failed URLs	3

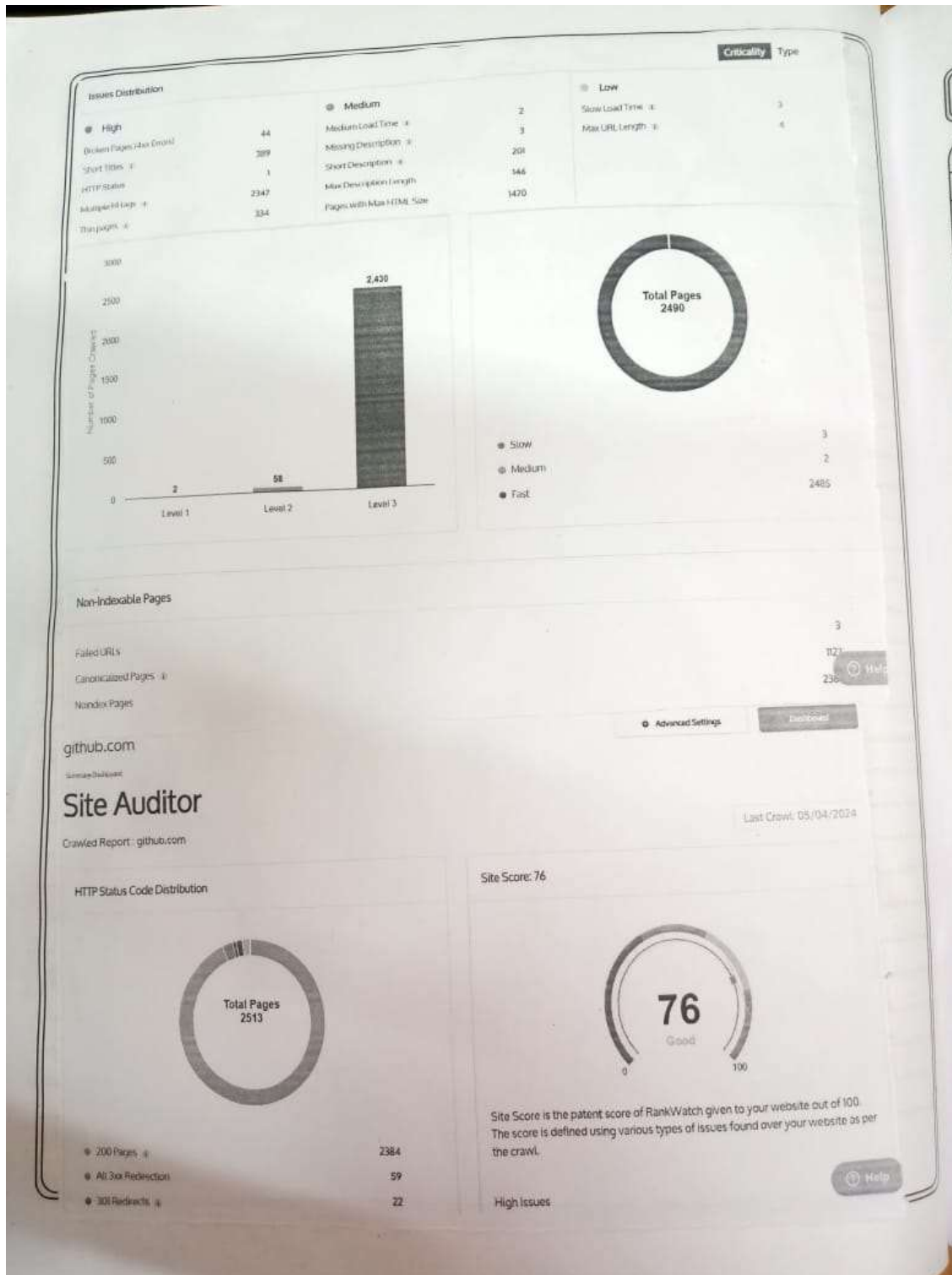
High Issues	6
Medium Issues	5
Low Issues	2

5. Conduct a comprehensive site audit using Moz to identify on-page issues, crawl errors and opportunities for improvement.
 6. Set up rank tracking to monitor your website's performance for target keywords over time. Identify fluctuations and trends in search engine rankings.
 7. Explore Moz's backlink analysis tools to understand your website's backlink profile & identify areas for improvement.
 8. Access Google Search Console to understand how Google views your website. Analyze performance metrics, impressions, clicks and click-through rates.
- Sunodi*
29/3/2029
9. Use insights from SEMrush and Moz to conduct gap analysis.
 10. Integrate insights from SEMrush, Moz, and Google Search Console to create a holistic SEO strategy.

- Learning Outcome:-

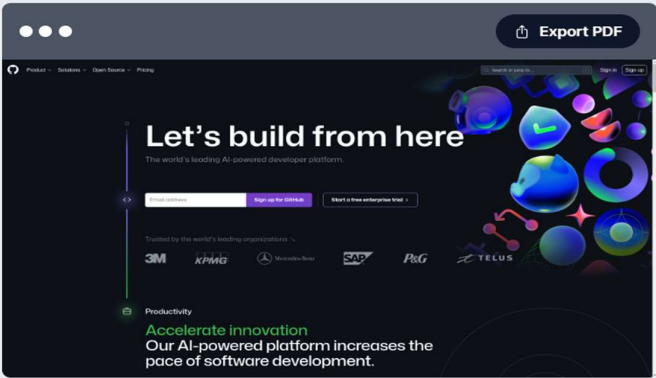
1. Popular SEO tool like Moz, Google Search Console, SEMrush, gaining hands-on experience in their functionalities.
2. Use data from SEO tools to make strategic decisions, ensuring a data-driven approach in optimizing various aspects of SEO for better online visibility.

Teacher's Signature: _____



SCREENSHOTS:

Results for https://github.com/



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On-Page Score



Performance



Accessibility



SEO



Best Practices

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github.com

Summary Dashboard

Advanced Settings

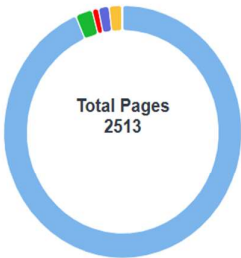
Dashboard

Site Auditor

Crawled Report : github.com

Last Crawl: 05/04/2024

HTTP Status Code Distribution



200 Pages	2384
All 3xx Redirection	59
301 Redirects	22

Site Score: 76



Site Score is the patent score of RankWatch given to your website out of 100. The score is defined using various types of issues found over your website as per the crawl.

High Issues

Help

All 3xx Redirection	59	
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Non-301 Redirects	37	
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Medium Issues	5
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Issues Distribution

CriticalityType

<div>High</div> <div>Broken Pages (4xx Errors)44</div> <div>Short Titles389</div> <div>HTTP Status1</div> <div>Multiple h1 tags2347</div> <div>Thin pages334</div>	<div>Medium</div> <div>Medium Load Time2</div> <div>Missing Description3</div> <div>Short Description201</div> <div>Max Description Length146</div> <div>Pages with Max HTML Size1470</div>	<div>Low</div> <div>Slow Load Time3</div> <div>Max URL Length4</div>
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Number of Pages Crawled

Level 12

Level 258

Level 32,430

Total Pages2490

Slow3

Medium2

Fast2485

Non-Indexable Pages	
Failed URLs	3
Canonicalized Pages	1127
Noindex Pages	238

Help