

Date 03/07/2024

Expt. No. 6

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EXPERIMENT - 6

Aim:- To learn the principles of content optimization and apply strategies to improve search engine visibility.

Software Used:- SEMrush

It is a comprehensive SEO and digital marketing tool that provides insights into website performance and online visibility. It offers features such as keyword research, competitor analysis, and backlink tracking, allowing users to refine their SEO strategies. With advanced analysis, SEMrush aids in identifying high-impact keywords, optimizing content & monitoring search rankings.

Description:-

The experiment "To learn the principles of content optimization & apply strategies to improve search engine visibility" focuses on imparting knowledge & practical skills to students in optimizing web content for better visibility in search engine results. The experiment involves understanding the foundational principles of content optimization & applying strategies to enhance a website's performance in search engines.

Content Relevance and Quality Algorithm:-

- Begin by analyzing the user intent behind the content. Understand what users are searching for and what information they expect to find.

Teacher's Signature: _____

Aim:- To learn the principles of content optimization and apply strategies to improve search engine visibility.

The screenshot shows the SEMrush Keyword Magic Tool interface. The search term is "how to buy books". The interface displays various filters and a table of keyword suggestions.

Keyword Magic Tool: how to buy books

Database: India | Currency: USD

Filters: All | Questions | All Keywords | Broad Match | Phrase Match | Exact Match | Related | Languages: EN

Volume: | KD %: | Intent: | CPC (USD): | Exclude keywords: | Exclude keywords: | Advanced filters:

By number | By volume | All keywords: 653 | Total volume: 6,020 | Average KD: 53%

All keywords	KD %	Keyword	Intent	Volume	KD %	CPC (USD)	SP	Updated
online	122	how to buy books on Kindle	Commercial	880	51	0.02	1	2 weeks
Kindle	81	how to buy audible books	Commercial	480	45	1.24	4	4 weeks
amazon	77	how to buy books online	Commercial	480	56	0.03	5	4 weeks
India	74	how to buy new books online	Commercial	320	53	0.02	5	Last week
free	31	how to buy Kindle books from Amazon	Commercial	260	56	0.02	7	2 weeks

The screenshot shows the SEMrush Keyword Overview interface for the keyword "how to buy old books online".

Keyword Overview: how to buy old books online

India | Desktop | Mar 5, 2024 | USD

Overview | Bulk Analysis

Select location

Update metrics | Export to PDF

Volume: 260

Keyword Difficulty: 45%
Possible
A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume: 330

Country	Volume
IN	260
PK	20
US	20
CA	10
ES	10
UK	10

Intent: Commercial

Trend:

CPC: \$0.01

Competitive Density: 0.50

PLA: 0 | **Ads: 0**

- Conduct keyword research to identify relevant keywords related to the topic. Consider long-tail keywords and variations that align with the user's search queries.
- Analyze content from competitors and top-performing websites to identify gaps and opportunities. Understand what makes their content successful.
- Plan the structure & format of the content. Define key sections, headings and subheadings to ensure clarity and ease of navigation.
- Write in-depth, comprehensive content that thoroughly addresses the user's query. Provide valuable insights, detailed explanations, and actionable information.
- Enhance content with multimedia elements like images, infographics or videos to improve engagement and provide visual context where necessary.
- Integrate target keywords naturally within the content. Avoid keyword stuffing and prioritize user readability.
- Implement internal linking to connect related content within the website. This aids user navigation and contributes to a more cohesive content structure.
- Optimizing title tags & meta descriptions with compelling & descriptive language. Ensure they accurately represent the content and entice users to click.
- Ensure that the content is mobile-friendly to accommodate users accessing the content from various devices.
- Review and proofread the content to eliminate grammatical errors, typos, and formatting issues. Maintain a professional and polished presentation.
- Use tools like Google Analytics to monitor user engagement metrics such as bounce rate, time on page, and click-through rate.
- Encourage user feedback and incorporate valuable insights into

Teacher's Signature: _____

<input type="checkbox"/> ⊕ student loan >>	I T	246.0K	100 ●	10.91	7	Last week ↻
<input type="checkbox"/> ⊕ loans for bad credit >>	C	201.0K	74 ●	0.00	5	Last week ↻
<input type="checkbox"/> ⊕ fha loan >>	I	165.0K	99 ●	2.90	7	Last week ↻
<input type="checkbox"/> ⊕ personal loan >>	C	165.0K	95 ●	6.53	5	Last week ↻
<input type="checkbox"/> ⊕ biden student loan forgiveness >>	I	135.0K	60 ●	0.00	5	Last week ↻
<input type="checkbox"/> ⊕ discover student loans >>	N	135.0K	74 ●	10.53	5	Last week ↻

- content improvements.
- Schedule regular content updates to ensure that information is current and relevant. This demonstrates a commitment to providing accurate and end up-to-date content.
- Periodically assess the content's performance using search engine analytics to understand how well it satisfies search engine algorithms.

Learning Outcomes :-

1. The fundamental principles of content optimization, understanding how to align content with search engine algorithms and user intent.
- To strategically integrate relevant keywords into content, enhancing search engine visibility and organic ranking.
- To create content that not only appeases search engines but also meets user expectations, improving overall user experiences.
- Title tags, meta descriptions and header tags to optimize content for search engines & attract target audiences.

Teacher's Signature: _____

SCREENSHOTS:

SEMRUSH

FeaturesPricingResourcesCompanyApp CenterExtra tools

UpgradeEN

Projects

how to buy books

Search

SEO

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Projects > Keyword Overview > Keyword Magic Tool

Keyword Research courseUser manualSend feedback

Keyword Magic Tool: how to buy books

Database: IndiaCurrency: USD

AllQuestionsAll KeywordsBroad MatchPhrase MatchExact MatchRelatedLanguages

VolumeKD %IntentCPC (USD)Include keywordsExclude keywordsAdvanced filters

By numberBy volume

All keywords: 653Total volume: 6,920Average KD: 53%

+ Add to list

Keyword	Intent	Volume	KD %	CPC (USD)	SF	Updated		
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